

ANALISIS LOYALITAS PELANGGAN PADA ASTRA CREDIT COMPANIES DI INDONESIA

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Abstrak

Tujuan penelitian yaitu menganalisis faktor yang menjadi prediktor loyalitas pelanggan dari perspektif promosi dan kualitas pelayanan dengan kepuasan pelanggan sebagai mediasi, kemudian diaplikasikan pada pelanggan Astra Credit Companies. Pendekatan kuantitatif diterapkan dalam penelitian dengan menetapkan desain kausalitas. Terdapat 100 pelanggan sebagai sampel penelitian yang ditentukan dengan teknik purposive sampling. Analisis Partial Least Square diaplikasikan untuk menguji hipotesis dengan bantuan program SmartPLS versi 3.0. Hasil analisis menunjukkan bahwa: (1) Promosi, kualitas pelayanan dan kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Astra Credit Companies, (2) Promosi dan Kualitas Pelayanan berpengaruh terhadap kepuasan pelanggan Astra Credit Companies, (3) Pengaruh promosi dan kualitas layanan terhadap loyalitas pelanggan dengan dimediasi kepuasan pelanggan Astra Credit Companies.

Kata kunci : Promosi, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

Customer Loyalty Analysis On Astra Credit Companies In Indonesia

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Abstract

The research objective is to analyze the factors that are predictors of customer loyalty from the perspective of promotion and service quality with customer satisfaction as a mediation, then applied to customers of Astra Credit Companies. Quantitative approach is applied in research by establishing causality design. There were 100 customers as the research sample which was determined by purposive sampling technique. Partial Least Square analysis was applied to test the hypothesis with the help of the SmartPLS version 3.0 program. The results of the analysis show that: (1) Promotion, service quality and customer satisfaction affect customer loyalty of Astra Credit Companies, (2) Promotion and Service Quality affect customer satisfaction of Astra Credit Companies, (3) Effect of promotion and service quality on customer loyalty by mediated customer satisfaction Astra Credit Companies.

Keyword : Promotion, Service Quality, Customer Satisfaction, Customer Loyalty