

***Analysis of Customer Satisfaction on Customer Loyalty in the
Manufacturing Industry in Jakarta
(Case Study at PT. Kahar Duta Sarana)***

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Abstract

The purpose of this study is to determine the role of product quality, price, and service quality on customer loyalty through customer satisfaction at PT Kahar Duta Sarana. This research is quantitative in nature, distributing questionnaires to 250 customers of PT Kahar Duta Sarana. The research method used in this study is Partial Least Squares (PLS) to analyze the relationship between product quality, price, service quality, customer satisfaction, and customer loyalty. Data collection was carried out through questionnaires distributed to customers of PT Kahar Duta Sarana.

The results of the study show a positive and significant influence between product quality, price, service quality, and customer satisfaction on customer loyalty. There is also an influence of product quality, price, and service quality on customer loyalty through customer satisfaction.

Practically, the results of this study can serve as a reference for other researchers who want to understand customer satisfaction and customer loyalty levels from the perspective of product quality, price, and service quality. The specific analysis provided in this study is the relationship between customer satisfaction and customer loyalty in the manufacturing industry, focusing on PT Kahar Duta Sarana.

Keywords: *Customer Satisfaction, Product Quality, Price, Service Quality, Customer Loyalty.*

Analisis Kepuasan Pelanggan terhadap Loyalitas Pelanggan pada Industri Manufacturing di Jakarta (Studi Kasus pada PT. Kahar Duta Sarana)

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Abstrak

Tujuan penelitian ini untuk mengetahui peran Kualitas produk, Harga dan Kualitas layanan terhadap loyalitas pelanggan melalui kepuasan pelanggan di PT Kahar Duta Sarana. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 250 pelanggan PT Kahar Duta Sarana. Metode penelitian yang digunakan dalam penelitian ini adalah Partial Least Square (PLS) untuk menganalisis hubungan antara kualitas produk, harga, kualitas pelayanan, terhadap kepuasan pelanggan, dan loyalitas pelanggan. Pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada pelanggan PT. Kahar Duta Sarana.

Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan antara kualitas produk, harga, kualitas layanan dan kepuasan pelanggan terhadap loyalitas pelanggan. Serta terdapat pengaruh kualitas produk, harga, dan kualitas layanan, terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Hasil penelitian ini secara praktis dapat menjadi salah satu acuan bagi peneliti lainnya yang ingin mengetahui tingkat kepuasan pelanggan dan loyalitas pelanggan dari sudut pandang kualitas produk, harga, dan kualitas layanan. Analisis spesifik yang disediakan pada penelitian ini yaitu hubungan antara kepuasan pelanggan dan loyalitas pelanggan di industri manufaktur, dengan fokus pada PT. Kahar Duta Sarana.

Kata Kunci: Kepuasan Pelanggan, Kualitas Produk, Harga, Kualitas Layanan, Loyalitas Pelanggan.