

Pengaruh Kualitas Pelayanan dan Kepuasan Konsumen terhadap Loyalitas Konsumen CV. Saga Selaras Pratama

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ABSTRACT

The process of consumption is closely related to the relationship between consumers and companies providing goods or services. One of the important things in this relationship is customer loyalty which is influenced by several factors, including service quality seen from five main dimensions and customer satisfaction which also has four indicators to be seen. These two factors are the object of research due to the high case of complaints against the subject of this study, CV Saga Selaras Pratama. This store is a simple shop that does not have branches and is engaged in the wholesale and retail sales of household appliances, stationery, and children's toys that were established in 2014 and are located in Malang. This study wants to find out whether there is an influence of service quality and customer satisfaction which is on consumer loyalty. This research uses a quantitative descriptive method by collecting data using a questionnaire. The population of this study is unknown due to limited data possessed by CV Saga Selaras Pratama in collecting data of customers who have done shopping there. Therefore, for the study sample using a non-probability method with an accidental sampling method with an error level of 10%. The number of data samples used was 272 respondents. This research is new because the existing research all use research subjects which are stores with well-known brands such as McDonald's, hotels and famous restaurants. The results of this study, found that service quality has a positive effect on customer loyalty of 0.265 and customer satisfaction also has a positive effect on customer loyalty of 0.349. The conclusion of this study shows that service quality and customer satisfaction have a positive effect on customer loyalty with numbers that are not too high. This is because buyers who come repeatedly still come not the main because of the quality of service and satisfaction, but there are other factors that make them keep returning to shop at CV Saga Selaras Pratama.

Keywords:

Service Quality, Consumer Satisfaction, Consumer Loyalty

ABSTRAK

Proses konsumsi erat kaitannya dengan hubungan antara konsumen dan perusahaan penyedia barang atau jasa. Salah satu hal penting dalam hubungan tersebut adalah loyalitas pelanggan yang dipengaruhi beberapa faktor, antara lain kualitas pelayanan yang dilihat dari lima dimensi utama dan kepuasan konsumen yang juga memiliki empat indikator yang akan dilihat. Kedua faktor inilah yang menjadi objek dalam penelitian karena adanya kasus tinggi keluhan terhadap subyek penelitian ini yaitu CV Saga Selaras Pratama. Toko ini merupakan toko sederhana yang belum mempunyai cabang dan bergerak dalam bidang penjualan grosir maupun eceran peralatan rumah tangga, alat tulis, dan mainan anak yang berdiri pada 2014 dan berlokasi di Kota Malang. Penelitian ini ingin mengetahui apakah terdapat pengaruh dari kualitas pelayanan dan kepuasan pelanggan yang merupakan terhadap loyalitas konsumen. Penelitian ini menggunakan metode deskriptif kuantitatif dengan