Antecedent Loyalitas Pelanggan Bagi Pengguna BRT di Semarang

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ABSTRAK

Kemajuan transportasi membuat pemerintah kota Semarang mengganggap pentingnya menyediakan transportasi massal untuk mengurangi kemacetan. Adapun permasalahan penelitian ini adalah " Apakah faktor harga, pengalaman konsumen, kinerja layanan, kepercayaan, dan percevied customer value berpengaruh terhadap kepuasan dan loyalitas pelanggan ?", tujuan penelitian ini untuk menganalisis pengaruh harga (X1), pengalaman konsumen (X2), kinerja layanan (X3), kepercayaan (X4), dan percevied customer value (X5) terhadap kepuasan pelanggan (Y1) serta kepuasan pelanggan terhadap loyalitas pelanggan (Y2). Teknik pengambilan sampel menggunakan teknik purposive sampling dan jumlah sampel yang diperoleh sebesar 154 responden.

Teknik analisis data menggunakan Structural Equation Modeling (SEM) dengan AMOS 22. Hasil analisis dari penelitian ini adalah : (1) harga, dan percevied customer berpengaruh positif dan signifikan terhadap kepuasan pelanggan; (2) kepuasan pelanggan berpengaruh positif dan signifikan trehadap loyalitas pelanggan; (3) pengalaman konsumen, kinerja layanan, dan kepercayaan berpengaruh tidak signifikan terhadap kepuasan konsumen.

Kata Kunci   :   harga, pengalaman konsumen, kinerja layanan, kepercayaan, percevied customer value, kepuasan pelanggan, loyalitas pelanggan

The Antecedents of Customer Loyalty on BRT User in Semarang

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ABSTRACT

Transportation nowadays made Semarang Goverment assumes to provide public transportation to reduce the traffic jam. The point of this research is " Do price factor, customers experience, services perfomance, credibility, and perceived customer value influence customer satisfaction and customer loyalty ? ".The purpose of this research is to analyze price factor (X1), customer experience (X2), services perfomance (X3), credibility (X4), and peceived customer value (X5) on customer satisfaction (Y1) and customer satisfaction on customer loyalty (Y2). The Sampling technique used is purposive sampling and the samples obtained to 154 respondens.

The analiytical data technique used is SEM (Structural Equation Modeling) with AMOS 22. The result of this research is : (1) Price and perceived customer value influenced positively and significant on customers satisfaction, (2) Customer satisfaction influenced positively and significant on customers loyality, (3) Customer experiences, services perfomance, and credibility have not influenced positively but significant on customer satisfaction.

Keyword   : price, customers experiences, services perfomance, credibility, and perceived customer value, customer satisfaction, customer loyality.