

Pengaruh Promosi, Kualitas Pelayanan, Kualitas Produk dan Kepercayaan terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Nusantara Tour di Semarang)

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ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin meningkatnya jumlah perusahaan penyedia jasa perjalanan di Indonesia selama lima tahun terakhir. Nusantara Tour sebagai perusahaan penyedia jasa perjalanan yang sudah berdiri selama 50 tahun senantiasa memperbaiki pelayanan sehingga pelanggan akan puas dan loyal. Data penelitian ini dikumpulkan dari 150 responden pelanggan Nusantara Tour menggunakan metode purposive sampling, kemudian data diolah menggunakan software AMOS 22 dengan teknik analisis Structural Equation Modeling (SEM) untuk menganalisa pengaruh promosi, kualitas pelayanan, kualitas produk dan kepercayaan terhadap kepuasan dan loyalitas pelanggan. Hasil penelitian menunjukkan bahwa promosi, kualitas pelayanan dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan sedangkan kepercayaan tidak berpengaruh secara signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : Promosi, Kualitas Pelayanan, Kualitas Produk, Kepercayaan, Kepuasan Pelanggan dan Loyalitas Pelanggan

The Influence of Promotion, Service Quality, Product Quality and Trust on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study at Nusantara Tour in Semarang)

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ABSTRACT

The cause of the research by the increasing number of tour and travel company during the last five years. Nusantara Tour as a tour and travel company that has been operating for 50 years is continuously improving the service so customers would be satisfied and loyal. Data were collected from 150 customers of Nusantara Tour using purposive sampling method, then the data processed using AMOS 22 software with Structural Equation Modeling (SEM) analysis techniques to analyze the influence of promotion, service quality, product quality and trust on customer satisfaction and loyalty. The result showed that promotion, service quality and product quality have positive and significant influence on customer satisfaction while trust has not significant influence on customer satisfaction and customer satisfaction has positive and significant influence on customer loyalty.

Keyword : Promotion, Service Quality, Product Quality, Trust, Customer Satisfaction and Customer Loyalty