

**PENGARUH IT “ BASED SERVICE TERHADAP KEPUASAN
KONSUMEN DAN LOYALITAS KONSUMEN
(Studi Kasus Mahasiswa Udinus Pengguna Dinus In My Hand)**

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ABSTRAK

Lingkungan bisnis (business environment), dapat dibedakan atas lingkungan eksternal dan lingkungan internal (Wheelen dan Hunger, 2000). Pearce dan Robinson (2000) membedakan lingkungan bisnis atas lingkungan jauh, lingkungan industri dan lingkungan operasional. Lingkungan eksternal terdiri dari lingkungan makro dan lingkungan industri. Lingkungan internal terdiri dari struktur (structure), budaya (culture), sumber daya (resources) (Wheelen dan Hunger, 2000). Lingkungan makro berpengaruh terhadap organisasi terdiri dari kekuatan politik dan hukum, kekuatan ekonomi, kekuatan teknologi, serta kekuatan sosial dan budaya (Wheelen dan Hunger, 2000). Dengan pengembangan program studi dan peningkatan mutu akademik, dapat menjadi alternatif strategi bagi perguruan tinggi swasta guna memperoleh keunggulan bersaing yang berkelanjutan (sustained competitive advantage). Metode penelitian menggunakan kuesioner yang disebarakan kepada 104 konsumen pengguna dinus in my hand. Setelah hasil didapatkan melalui uji reliabilitas dan validitas, lalu dianalisis menggunakan Regresi dengan variabel Intervening dengan program SPSS 16.0 for Windows yang didalamnya dilakukan uji asumsi klasik, uji multikoleniaritas, uji heteroskedastisitas, uji normalitas, uji sobel, analisis path, uji t, uji f dan uji koefisien determinasi (R²).

Hasil analisis Path dan sobel diperoleh bahwa faktor yang paling memediasi loyalitas pelanggan adalah efisiensi dan performa, hal ini dibuktikan dengan nilai t hitung yang lebih besar. Kemudahan berpengaruh tidak signifikan terhadap kepuasan konsumen,.Kesesuaian berpengaruh signifikan terhadap kepuasan konsumen. Efisiensi berpengaruh signifikan terhadap kepuasan konsumen. Performa berpengaruh signifikan terhadap kepuasan konsumen. Sensasi tidak berpengaruh signifikan terhadap kepuasan konsumen. Kredibilitas tidak berpengaruh signifikan terhadap kepuasan konsumen. Informasi tidak berpengaruh signifikan terhadap kepuasan konsumen. Kepuasan konsumen berpengaruh signifikan terhadap loyalitas konsumen. Loyalitas dari konsumen sendiri dapat dijelaskan oleh faktor “ faktor lain.

Kata Kunci : Kata kunci : Loyalitas, kemudahan, kesesuaian, efisiensi, performa, sensasi, kredibilitas, informasi, kepuasan konsumen

**THE INFLUENCE OF IT-BASED SERVICE TO CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY
(Case Study Udinus Student User Dinus In My Hand)**

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ABSTRACT

The business environment can be distinguished on the external environment and internal environment (Wheelen and Hunger, 2000). Pearce and Robinson (2000) distinguish the business environment the environment much, industry environment and operational environment. The external environment is composed of the macro environment and environmental industries. The environment consists of internal structures (structure), culture (culture), resources (resources) (Wheelen and Hunger, 2000). Macro environment affect the organization consists of political and legal power, economic power, the power of technology, as well as social and cultural forces (Wheelen and Hunger, 2000). With the development of courses and academic enhancement, can be an alternative strategy to a private college in order to obtain a sustainable competitive advantage (hurricane competitive advantage). Research methods using a questionnaire which was distributed to the consumer user dinus 104 in my hand. After the results obtained through the test reliability and validity, and then analyzed using Regression with variable Intervening with SPSS 16.0 for Windows program which performed classic assumption test, multikoleniaritas test, test, test heteroskedastisitas, test of normality, sobel, an analysis of the path, test t test, f test and coefficient of determination (R²).

Path analysis of peHasil method and obtained that sobel's most mediated customer loyalty is efficiency and performance, this is evidenced by the value t calculate is greater.

No significant effect of ease of consumer satisfaction,.The alignment effect significantly to consumer satisfaction. Significant effect on the efficiency of consumer satisfaction. Influential performance significantly to consumer satisfaction. The sensation did not influence significantly to consumer satisfaction. Credibility do not affect significantly to consumer satisfaction. The information did not influence significantly to consumer satisfaction. The influential consumer satisfaction significantly to consumer loyalty. The loyalty of the consumers themselves can be explained by other factors.

Keyword : Key words: loyalty, suitability, convenience, efficiency, performance, sensation, credibility, information, customer satisfaction