

ABSTRACT

Currently, the demand for motorbikes is increasing with the need for community mobility which is increasing as well. Competition between motorcycle dealers is also increasing in getting consumers. This study aims to determine the effect of price, promotion, service quality on customer satisfaction and loyalty at the Honda Dealer "Banyuwangi Motor". The population of this study were all customers of the Honda Dealer "Banyuwangi Motor" in 2019-2020, totaling 8348. The sample was determined by 100 customers using the purposive sampling method on the condition that customers who had bought a Honda motorcycle 2 times at the Banyuwangi Motor Dealer. The reliability test and validity test were carried out so that the questionnaire used was valid and reliable. SEM-PLS analysis was used to test the hypothesis proposed in this study. The results of this study after being analyzed with WarpPLS 7.0, showed that the price variable had no significant effect on customer satisfaction and loyalty. Promotion significantly affects customer satisfaction and loyalty. Service quality significantly affects customer satisfaction and loyalty. Customer satisfaction has a significant effect on customer loyalty.

Keywords: Price, Promotion, Service Quality, Customer Satisfaction and Customer Loyalty

ABSTRAK

Saat ini permintaan motor semakin meningkat dengan adanya kebutuhan mobilitas masyarakat yang semakin meningkat juga. Persaingan antara dealer motor juga semakin meningkat dalam mendapatkan konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi, kualitas pelayanan terhadap kepuasan dan loyalitas pelanggan pada Dealer Honda “Banyuwangi Motor”. Populasi penelitian ini adalah seluruh pelanggan Dealer Honda “Banyuwangi Motor” tahun 2019-2020 yang berjumlah 8348 orang. Sampel ditentukan 100 pelanggan dengan metode purposive sampling dengan syarat pelanggan yang sudah pernah membeli motor Honda minimal 2 kali pada Dealer Banyuwangi Motor. Uji reliabilitas dan uji validitas dilakukan agar kuisioner yang digunakan valid dan reliable. Analisis SEM-PLS digunakan untuk menguji hipotesis yang diajukan dalam penelitian ini. Hasil studi ini setelah dianalisis dengan WarpPLS 7.0, menunjukkan bahwa variabel harga tidak berpengaruh secara signifikan terhadap kepuasan dan loyalitas pelanggan. Promosi secara signifikan berpengaruh terhadap kepuasan dan loyalitas pelanggan. Kualitas pelayanan secara signifikan berpengaruh terhadap kepuasan dan loyalitas pelanggan. Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan.

Kata Kunci: Harga, Promosi, Kualitas Pelayanan, Kepuasan Pelanggan dan Loyalitas Pelanggan