THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS THE CUSTOMER LOYALTY OF HONDA THROUGH AHASS AT SURABAYA

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The Effect of Service Quality and Customer Satisfaction Towards the Customer Loyalty of Honda Through AHASS at Surabaya

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FOREWORDS

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The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017

(Michael Cahyadi Soesilo)
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ABSTRACT

Penelitian ini dibuat untuk menganalisa hubungan langsung dari model penelitian; service quality, customer satisfaction, mempengaruhi customer loyalty motor Honda melalui AHASS di Surabaya.

Populasi dari penelitian ini adalah pemilik motor Honda dan pengguna AHASS di Surabaya. Sampel dari penelitian ini terdiri dari 100 orang dengan karakteristik seperti usia minimal 17 tahun, tinggal di Surabaya, paling tidak pernah menggunakan AHASS 4 kali. Penelitian ini menggunakan Structural Equation Modeling (SEM) sebagai teknik penelitian data. SEM adalah teknik analisis multivariat yang umum dan sangat bermanfaat yang meliputi versi-versi khusus dalam jumlah metode analisis lainnya sebagai kasus-kasus khusus yang tidak dapat di selesaikan dengan penghitungan regresi.


Masukan untuk penelitian ini adalah sampel yang terlalu acak, sehingga susah untuk mendapat kan hasil maksimal dan banyak customer yang datang namun bukan pemilik asli motor (orang suruhan).

Keywords: Service Quality, and Customer Satisfaction, Customer Loyalty.
ABSTRACT

This study was conducted to examine the direct impacts of the factors of model; service quality, customer satisfaction, towards customer loyalty of Honda motor through AHASS in Surabaya.

The population of this study is the owner of Honda motor and user for AHASS in Surabaya. The sample for this study of 100 people with characteristics such as minimum ages is 18 years old, live in Surabaya, at least use AHASS services 4 times. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM) can be deduced all the hypotheses proposed in this study received. It means that the higher the service quality the customer satisfaction and the customer loyalty of Honda motor in Surabaya also increase. So it can be said that the better the services customer will gain positive mind and build trust and loyalty towards the product and services.

Suggestions put forward as a result of this study is the respondent sample to random, it’s hard to get good data and many customer come but not the exact owner of the product.

Keywords: Service Quality, and Customer Satisfaction, Customer Loyalty