

Peran kualitas jasa dalam membangun loyalitas pelanggan = Role of Service Quality to Build Customer Loyalty

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Abstrak

Tesis ini menganalisis peran kualitas jasa dalam membangun ioyalitas pelanggan dealer. Dengan metode regresi linear, diperoleh temuan bahwa kualitas jasa j kepuasan dan loyalitas pelanggan berhubungan tinier p05itif, artinya peningkatan kualitas jasa akan meningkatkan kepuasan pelanggan dan selanjutnya meningkatkan loyalitas pelanggan. Hal ini memicu dealer untuk terus memperbaiki dan menjaga kualiti layananannya,

.....This thesis analyzed the role of service quality to build <:ust.omer loyalty. We get some finding by linear regression method that serviee quality, customer satisfaction and loyalty have linear and positive relationship. Increasing in service quality \vilJ make customer satisfaction level increased and then \Vlll make customer loyalty increased, This cond ition will trigger dealer to make continuous improvement for their service quality and maintain it.