

Peranan moderasi atas switching cost pada pendorong ekuitas dan loyalitas pelanggan = The moderating role of switching costs on customer equity drivers and loyalty intentions

Muhamad Rizky Sjahrizal, author

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Abstrak

Skripsi ini membahas bagaimana switching cost memiliki peranan moderasi pada dampak dari customer equity drivers yang terdiri dari value equity brand equity dan relationship equity terhadap loyalty intentions pelanggan serta perbandingan dari efek moderasi tersebut pada pelanggan Belanda dan pelanggan Indonesia. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menyatakan ada efek signifikan yang positif dari switching costs terhadap loyalty intentions pelanggan di Indonesia.

.....In a marketing environment maintaining customer loyalty is one of the most important aspects. Being a part of customer loyalty aspects, loyalty intention is how customer intent to repurchase the same product brand in the future. However, in a competitive industry, customers tend to consider switching costs in choosing a certain product brand. This paper studied the role of switching costs as a moderator on how customer equity drivers affect loyalty intentions and comparison of it between Dutch and Indonesian customers. The study results that the moderating role of switching costs have a significant effect to loyalty intentions in Indonesian customers.