

Analisis pengaruh penggerak ekuitas pelanggan (customer equity drivers) terhadap loyalitas pelanggan bisnis di sektor penyedia jasa layanan I.T = Analysis of customer equity drivers effects on customer loyalty in B2B I.T services context / Athanasius Gregorius Mangentang

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Abstrak

[ABSTRAK

Customer Equity (Ekuitas Pelanggan) merupakan suatu framework yang dapat digunakan untuk menentukan aspek apa yang paling signifikan bagi customer dari suatu perusahaan serta juga untuk mengidentifikasi kekuatan/kelemahan yang dimiliki oleh suatu perusahaan. Lemon et al. (2001) menjabarkan 3 (tiga) penggerak utama dari Customer Equity yaitu brand equity, value equity, dan relationship equity. Penelitian ini bertujuan menganalisa pengaruh dari ketiga penggerak utama ini terhadap loyalitas pelanggan, dengan ditambahkan variabel Trust sebagai mediator, di dalam konteks sektor Business-to-Business (B2B) dari jasa layanan I.T. di Indonesia. Hasilnya menunjukkan bahwa hanya Value Equity dan Relationship Equity yang terbukti berpengaruh positif terhadap loyalitas pelanggan akan tetapi seluruh ketiga penggerak tersebut terbukti mempengaruhi Trust secara signifikan.

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ABSTRACT

Customer Equity is a framework that can be used to analyze and determine which aspect is most significantly influencing customers and also to identify company's strengths/weaknesses. Lemon et al. (2001) described 3 (three) key drivers of Customer Equity, which are: Brand Equity, Value Equity, and Relationship Equity. This research intends to analyze the effects of the 3 (three) drivers on customers' loyalty, by adding trust as a mediating variable, in Business-to-Business (B2B) I.T. Services context. The result shows that only Value Equity and Relationship Equity that are statistically proven to be positively related with Customer Loyalty, but on the other hand, the whole drivers are proven to be positively related with Trust, Customer Equity is a framework that can be used to analyze and determine which aspect is most significantly influencing customers and also to identify company's strengths/weaknesses. Lemon et al. (2001) described 3 (three) key drivers of Customer Equity, which are: Brand Equity, Value Equity, and Relationship Equity. This research intends to analyze the effects of the 3 (three) drivers on customers' loyalty, by adding trust as a mediating variable, in Business-to-Business (B2B) I.T. Services context. The result shows that only Value Equity and Relationship Equity that are statistically proven to be positively related with Customer Loyalty, but on the other hand, the whole drivers are proven to be positively related with Trust]