

# Analisis strategi peningkatan loyalitas customer b2b e-commerce berdasarkan faktor image, perceived quality, perceived value, dan customer satisfaction: studi kasus: GMF Aerotrade di PT. GMF Aeroasia = Analysis of strategies to increase customer loyalty in b2b e-commerce based on image perceived quality perceived value and customer satisfaction factors: case study GMF Aerotrade in PT. GMF Aeroasia

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## Abstrak

Dalam era modern saat ini proses bisnis yang sedang marak di kalangan perusahaan dan melaju di tingkat yang lebih inovatif adalah bisnis Business-to-Business E-Commerce atau biasa disebut sebagai B2B E-Commerce. Salah satu jenis penawaran B2B terbesar di Indonesia yaitu PT. GMF AeroAsia yang bergerak di bidang MRO Maintenance, Repair, and Overhaul memiliki bisnis maintenance pesawat dan sebagai distributor material komponen pesawat yang bernama GMF AeroTrade. GMF AeroTrade merupakan bentuk platform E-Commerce berbentuk web store yang baru berdiri sejak awal tahun 2017.

Seiring berkembangnya kebutuhan akan material komponen pesawat yang selalu meningkat setiap tahunnya, telah memberikan dampak yang cukup besar terhadap kompetitifnya pasar distributor kebutuhan komponen pesawat terbang. Dengan perubahan baru dengan diadakannya platform berbasis E-Commerce ini di GMF AeroTrade dan juga melihat adanya banyak kompetitor lainnya di dunia, peran loyalitas pelanggan sangat berpengaruh terhadap keuntungan perusahaan. Maka dari itu GMF AeroTrade membutuhkan strategi yang kuat untuk dapat meningkatkan loyalitas pelanggan Customer Loyalty.

Dalam pembuatan strategi tersebut akan diteliti dari pengaruh faktor Image, Perceived Quality, Perceived Value, dan Customer Satisfaction terhadap loyalitas pelanggan Customer Loyalty dengan menggunakan metode SEM- PLS. Selain itu, digunakan metode Importance-Performance Analysis untuk mendapatkan action items beserta tingkat prioritas pelaksanaan untuk setiap action items. Penelitian ini mengambil pelanggan yang aktif melakukan transaksi pembelian di GMF AeroTrade.

Hasil dari penelitian ini merupakan strategi untuk meningkatkan loyalitas pelanggan Customer Loyalty GMF AeroTrade, sehingga dapat bersaing dengan kompetitor distributor material komponen pesawat lainnya yang ada di dunia.

*In today's modern era, the business process that is being hype among companies and driving at a more innovative level is the Business to Business E Commerce or commonly referred to as B2B E Commerce. One of the biggest B2B offerings in Indonesia is PT. GMF AeroAsia which is engaged in MRO Maintenance, Repair, and Overhaul that runs in aircraft maintenance business and as an aircraft material distributor named GMF AeroTrade. GMF AeroTrade is a form of E Commerce platform in the form of a new web store that was established since early 2017.*

As the growing demand for aircraft parts material which always increasing every year, has had a considerable impact on the competitive market of aircraft distributor needs. With the new changes in the establishment of this E Commerce based platform at GMF AeroTrade and also see the presence of many other competitors in the world, the role of Customer Loyalty is very influential for the corporate profits.

Therefore, GMF AeroTrade requires a strong strategy to increase its Customer Loyalty.

The strategy will be examined from the influence of Image, Perceived Quality, Perceived Value, and Customer Satisfaction to Customer Loyalty by using SEM PLS method. In addition, the Importance Performance Analysis method is used to obtain the action items along with the priority level of implementation for each action items. This research focuses on the customers who are actively making purchases at GMF AeroTrade.

The results of this study is a strategy to increase Customer Loyalty in GMF AeroTrade, so that it can compete with other aircraft parts distributor in the world.</i>