CUSTOMER LOYALTY ANALYSIS USING SEM (STRUCTURAL EQUATION MODELING) IN DIGITAL PRINTING IN PT. Z

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ABSTRACT

With the advancement of science and technology is rapidly increasing, the humans are exposed to a more complex issue and requires creativity, and the resulting human wants and needs to be changed and have a wide range of differences in tastes, desires and opinions of a product or service. This phenomenon is one that encourages the emergence of competition among companies to attract customers.

Customer is one of the main factors of success of a company in competition, so it needed to be research on customer wants and needs. The research was conducted in an effort to find out how much influence the quality of service and customer satisfaction on customer loyalty, by using SEM (Structural Equation Modeling) methods in digital printing company in PT. Z.

In the present study showed that service quality is significantly positive effect on customer satisfaction. Moreover, it turns out the customer satisfaction has a significant influence on customer loyalty. While the quality of service no significant effect on customer loyalty.

Reliability is the most powerful indicator for the variable quality of service, while for the variables that most affect customer satisfaction is an indicator comparison to an ideal, and willingness to share information is an indicator that has most of the estimates for the variables customer loyalty.

Keyword: Service quality, customer satisfaction, customer loyalty, SEM