ANALYSIS THE INFLUENCE OF RELATIONSHIP QUALITY AND SERVICE QUALITY TO CUSTOMER LOYALTY WITH STRUCTURAL EQUATION MODELLING METHOD
( Case Study : PT. PILLAR MAS MOTOR )

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ABSTRACT

PT. Pillar Mas Motor which is located in Jalan Kapas Krampung 108 Surabaya represent one of dealer and formal network of Honda motorbike workshop, it’s serving motorbike service from all type of Honda brand and also sale new motorbike and sparepart of Honda. Global competition cause the companies do continues improvement to increase customer loyalty.

This research do not only use the variable of service quality in improving customer loyalty, but also use the variable of relationship quality. This case used primary data that validity and realibility is tested beforehand. Data is analysed with the method of Structural Equation Modelling (SEM).

From the structural equation model, relationship quality (RQ) have direct influence to customer loyalty. While service quality (SQ) don’t have direct influence to loyalty, but it’s from relationship quality with the structural equation of loyalty = 0,83RQ + 0,50SQ, so that to increase loyalty, company have to improve the relationship quality. Model at this research can be told acceptable and competent because having value of significance probability above 0.05 that is 0.062, value of GFI equal to 0.946 and CFI 0.977.

Keyword : Relationship Quality, Service Quality, Loyalty, Structural Equation Modelling (SEM)