LOYALITY AND PREFERENCE ANALYSIS OF MOTORCYCLE’S RIDER TOWARD ONE OF FUEL’S PRODUCT, PERTAMAX IN SURABAYA

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Abstract
Pertamax is one of fuel contains 0,013 gr/lt and without lead 92 that has octant content. This research is written for giving fererences to reveal customer’s loyalty in Pertamax product toward PT Pertamina because loyalty is one of company’s assets. This research focuses on customer’s satisfaction based on builder’s attributes using gap analysis so that different rate between hope and actuality will be revealed. Customer’s satisfaction will build loyalty because of loyal customer’s are people who are satisfied with the product. Loyalty analysis is revealed by using factor analysis, that factors which based on closer attributes are revealed. Factor analysis creates 3 factors: product benefits, social benefits, and prestigious benefits. The three factors are referred to customer’s satisfaction attributive builder as to identify the level of customer’s satisfaction attributes to each of Pertamax of products. Then using preference analysis which is used Thurston Case-V method and based on preference variable reveal customer’s first priority choosing Pertamax, because Pertamax makes the machine more powerful and long lasting. It is appropriate with consideration of Pertamax customer’s who believe that their machines are more powerful while using Pertamax.

Keyword: customer’s satisfaction, loyalty analysis, preference analysis