ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY
AT PT MINA WISATA ISLAMI WITH
STRUCTURAL EQUATION MODELING
PARTIAL LEAST SQUARES APPROACH

Name of student : Rizal Rinumpoko
ID : 1309.100.004
Department : Statistika FMIPA-ITS
Supervisor : Dr. Agus Suharsono, M.Si.
Co. Supervisor : Dr. Bambang W. Otok, M.Si.

Abstract
PT Mina Wisata Islami, a tour travel of umroh, nowadays is being business competition that has strong rival each other. In a row many same tour travel turn up. In order to consumers are always increasing, research about analysis of customer and loyalty is needed to determine how much effect of customer satisfaction, customer loyalty, and some other variables that influence for using Mina Service. Latent Variable used is promotion (Z, as moderator variable), company image (X), customer expectation (Y₁), complain (Y₂), satisfaction (Y₃), and loyalty (Y₄). Analysismethod used is Structural Equation Modeling Partial Least Squares (SEM PLS) because data to be analyzed a little (n=76). Method of data collection is obtained by survey and sampling technique using random sampling method. Thereresult of analysis is formed 9 relationships between latent variables and also formed 4 equation models. From 9 relationships between latent variables, all showed a significant effect with the greatest effect is given by interaction of image and promotion of customers expectation(1.099), whereas the smallest effect is given by complain of loyalty (-0.035). From 4 equation models, all of that are fit with statistical power 80%, there are 2 models that have strong relationship (model with Y₁ and Y₄ as response) and 2 models that have weak relationship (model with Y₂ and Y₃ as response).

Keywords: SEM PLS, Latent Variable, Moderator Variable, Random Sampling, Satisfaction, Loyalty, Umroh
(Halaman ini sengaja dikosongkan)