

BINUS UNIVERSITY

School of Business Management
Jurusan Management
Skripsi Sarjana Ekonomi
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ANALISIS PENGARUH SERVICE QUALITY DAN PERCEIVED PRICE FAIRNESS TERHADAP CUSTOMER SATISFACTION DAN DAMPAKNYA PADA CUSTOMER LOYALTY (STUDI KASUS: I-TASUKI GANDARIA CITY)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa bagaimana pengaruh yang ditimbulkan dari Service Quality dan Perceived Price Fairness terhadap Customer Satisfaction yang mengakibatkan Customer Loyalty dari pelanggan I-tasuki Gandaria City . Hal ini bertujuan untuk menyusun formulasi strategi bisnis guna memperoleh keunggulan bersaing bagi perusahaan. Metode yang digunakan dalam penelitian ini adalah metode asosiatif dengan menggunakan analisis jalur dan jenis penelitian kuantitatif. Hasil penelitian ini membuktikan bahwa terdapat pengaruh yang signifikan antara variabel Service Quality dengan Customer Satisfaction, Perceived Price Fairness dengan Customer Satisfaction, Service Quality dan Perceived Price Fairness dengan Customer Satisfaction, dan Customer Satisfaction dengan Customer Loyalty. Penelitian ini memberikan saran kepada I-tasuki Gandaria City agar dapat meningkatkan dan mengevaluasi fasilitas khusus untuk memudahkan segala kebutuhan konsumen dan harga yang sesuai untuk menciptakan Customer Satisfaction sehingga otomatis Customer Loyalty pun tercipta.

Kata Kunci: *Service Quality, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty*

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ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY AND PERCEIVED PRICE FAIRNESS TO CUSTOMER SATISFACTION AND IMPACT ON CUSTOMER LOYALTY (CASE STUDY : I-TASUKI , GANDARIA CITY)

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ABSTRACT

The research aims to investigate the effect of Service Quality and Customer satisfaction toward the customers' satisfaction which leads to the Customer Loyalty of Ita-suki Gandaria City Customer. It aims to formulate a business strategy in order to gain a competitive advantage for the company. The method used in this research is associative method using path analysis and quantitative research. Results of this study demonstrate that there is significant influence between the variables of the Customer Satisfaction Service Quality, Perceived Price Fairness to Customer Satisfaction, Service Quality and Perceived Price Fairness to Customer Satisfaction and Customer Satisfaction with Customer Loyalty. This study gives advice to I-Tasuki Gandaria City in order to improve and evaluate special facilities to facilitate all the needs of consumers and the corresponding prices so as to create Customer Satisfaction Customer Loyalty is created automatically.

Keywords: Service Quality, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty