

ABSTRAK

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“ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI CUSTOMER COMMITMENT DAN CUSTOMER LOYALTY PELANGGAN JASA SISTEM ERP PT. GLOBAL INDUSTRI TEKNOLOGI SOLUSI (PT. GITS) DI SURABAYA.”

(xv + 158 halaman; 16 gambar; 33 tabel; 4 lampiran)

Perkembangan teknologi *Enterprise Resource Planning* atau *ERP* memberikan peluang bagi perusahaan jasa *ERP* di Indonesia secara khusus di Kota Surabaya. Perkembangan ini juga didorong oleh kebutuhan para pelaku industri manufaktur ataupun jasa yang ingin mengintegrasikan seluruh departemen yang mereka punya, demi menghasilkan sebuah analisa yang kuat agar pemimpin perusahaan bisa dengan mudah memberikan suatu keputusan. Salah satu perusahaan jasa yang menawarkan jasa implementasi *ERP* adalah PT. Global Industri Teknologi Solusi (PT. GITS). Pertama kali PT. Global Industri Teknologi Solusi didirikan pada tahun 2012 di Kota Surabaya.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Ethical Sales*, *Sales Expertise*, *Service Performance*, *Corporate Reputaion*, *Corporate Performance*, *Relationship Quality Of Salesperson* dan *Relationship Quality Of Institution* terhadap *Customer Commitment* dalam membentuk *Customer Loyalty* pada pelanggan PT. GITS di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran yang bermanfaat bagi PT. Global Industri Teknologi Solusi dalam menelaah pengaruh variabel *Ethical Sales*, *Sales Expertise*, *Service Performance*, *Corporate Reputaion*, *Corporate Performance*, *Relationship Quality Of Salesperson* dan *Relationship Quality Of Institution* terhadap *Customer Commitment* dalam membentuk *Customer Loyalty*

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 31 responden yang sudah menjadi palanggan dari PT. GITS, dan berdomisili di Surabaya.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Customer Commitment* terhadap variabel *Customer Loyalty* sebesar 0,680; kemudian variabel terbesar kedua adalah *Relationship Quality Of Salesperson* terhadap variabel *Customer Commitment* sebesar 0,656; terbesar ketiga variabel *Corporate Reputation* terhadap *Relationship Quality Of Institution* sebesar 0,542; terbesar keempat variabel *Service Performance* terhadap *Relationship Quality Of Salesperson* sebesar 0,411; terbesar kelima variabel *Relationship Quality Of Institution* terhadap *Customer Commitment* sebesar 0,327; terbesar keenam *Sales Expertise* terhadap *Relationship Quality Of Salesperson* sebesar 0,320; terbesar ketujuh *Ethical Salesperson* terhadap *Relationship Quality Of Salesperson* sebesar 0,283; terbesar kedelapan *Relationship Quality Of Salesperson* terhadap *Relationship Quality Of Institution* sebesar 0,257; terbesar kesembilan *Corporate Performance* terhadap *Relationship Quality Of Institution* sebesar 0,211.

Kata Kunci: *Corporate Reputation; Relationship Quality; Ethics; Loyalty*

ABSTRACT

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“ANALYSIS OF FACTORS AFFECTING CUSTOMER COMMITMENT AND CUSTOMER LOYALTY CUSTOMER SERVICE ERP SYSTEMS PT. GLOBAL INDUSTRI TEKNOLOGI SOLUSI (PT. GITS) IN SURABAYA”

(xv + 158 pages; 16 figures; 33 tables; 4 attachment)

The development of Enterprise Resource Planning or ERP technology provides opportunities for ERP service companies in Indonesia especially in the city of Surabaya. This development is also driven by the needs of manufacturing or service industry players who want to integrate all their departments, in order to produce a strong analysis so that company leaders can easily make decisions. One of the service companies that offer ERP implementation services is PT. Global Industri Teknologi Solusi (PT. GITS). The first time PT. Global Industri Teknologi Solusi was founded in 2012 in Surabaya City.

This study aims to determine how the influence of Ethical Sales, Sales Expertise, Service Performance, Corporate Reputation, Corporate Performance, Relationship Quality of Salesperson and Relationship Quality Of Institution on Customer Commitment in forming Customer Loyalty to customers of PT. GITS in Surabaya. The expected benefit from this research is to contribute to the development of theory and marketing research which is beneficial for PT. Global Industri Teknologi Solusi in examining the influence of the variables Ethical Sales, Sales Expertise, Service Performance, Corporate Reputation, Corporate Performance, Relationship Quality Of Salesperson and Relationship Quality Of Institution on Customer Commitment in forming Customer Loyalty

This research is a research with quantitative methods with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 31 respondents who had become customers of PT. GITS, and domiciled in Surabaya.

The results showed that the variable that had the greatest influence was Customer Commitment to the Customer Loyalty variable of 0.680; then the second largest variable is the Relationship Quality Of Salesperson to the Customer Commitment variable of 0.656; the third largest was the Corporate Reputation variable on the Quality Of Institution Relationship, amounting to 0.542; the fourth largest variable Service Performance on the Quality Of Salesperson Relationship of 0.411; the fifth largest variable of Relationship Quality Of Institution to Customer Commitment amounted to 0.327; the sixth largest Sales Expertise on the Quality Of Salesperson Relationship of 0.320; the seventh largest Ethical Salesperson to the Quality Of Salesperson Relationship of 0.283; the eighth largest is the Relationship Quality Of Salesperson to the Quality Of Institution Relationship of 0.257; the ninth largest was Corporate Performance on Relationship Quality Of Institution, amounting to 0.211.

Keywords: Corporate Reputation; Relationship Quality; Ethics; Loyalty