

ABSTRAK

Pada tahun 2017 dunia otomotif menjadi salah satu penopang ekonomi dan industri nasional. Kontribusi sektor otomotif dalam menopang ekonomi dan industri nasional telah menduduki urutan ketiga. Dengan demikian industri otomotif akan terus didukung untuk bisa lebih baik dan bisa menopong status ekonomi dan industry nasional. Kontribusi sektor industri otomotif berada di urutan ketiga, setelah subsector industri makanan dan minuman yang mencapai angka 32,84%, dan subsector industri barang dan logam, komputer, elektronik, optik, dan peralatan listrik di angka 10,71%. Kontribusi subsector industri otomotif, terhadap PDB sektor migas mencapai 10,47%.

Variabel model penelitian ini adalah *Product Quality*, *Service Quality*, *Price* dan *Customer Loyalty* melalui *Customer Satisfaction*. Metode pengambilan sampel yang digunakan dalam penelitian yang akan dilakukan ini adalah *non-probability sampling*. Jumlah responden dalam penelitian ini sebanyak 175 responden yang menggunakan mobil honda mobilio. Teknik analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model* dengan *software* AMOS 20.

Hasil penelitian ini menjelaskan bahwa *Product Quality* berpengaruh positif terhadap *Customer Satisfaction* dengan nilai 0,236. *Service Quality* berpengaruh positif terhadap *Customer Satisfaction* dengan nilai 0,231. *Price* berpengaruh positif terhadap *Customer Satisfaction* dengan nilai 0,174, *Customer Satisfaction* berpengaruh positif terhadap *Customer Loyalty* 0,920.

Penelitian ini menghasilkan bahwa pihak honda harus mempertahankan *Customer Satisfaction* yang dimiliki honda mobilio. *Customer Satisfaction* pada honda mobilio memiliki peranan penting didalam keputusan untuk pelanggan menjadi loyal. Langkah yang harus dilakukan oleh pihak honda untuk meningkatkan *Customer Satisfaction* adalah meningkatkan kinerja honda mobilio supaya lebih baik terutama pada bagian performa kendaraan, Meningkatkan ukuran CC mobil, mempertahankan kenyamanan pada ruang tunggu pelanggan, Memberikan snack ringan pada setiap pelanggan yang sedang menunggu, Meningkatkan kompetensi karyawan dengan cara memberikan training-training kepada karyawan seperti training mengenai *time management*, honda harus tetap mempertahankan keramahan karyawan, Mempertahankan kemampuan untuk memberikan layanan dengan cepat dan tepat, honda harus memberikan event khusus seperti putar-putar hadiah, honda juga bisa melaksanakan event promo seperti ganti oli gratis cuci mobil, ganti oli 3x gratis penggantian oli berikutnya agar pelanggan tidak terus terbayang-bayang mengenai harga spare part yang mahal.

Kata kunci: *Product Quality*, *Service Quality*, *Price*, *Customer Satisfaction*, *Customer Loyalty*

ABSTRACT

In 2017 the automotive world will become one of the pillars of the national economy and industry. The contribution of the automotive sector in sustaining the national economy and industry has ranked third. Thus the automotive industry will continue to be supported to be better and be able to sustain the status of the national economy and industry. The contribution of the automotive industry sector came in third, after the food and beverage industry subsector which reached 32.84%, and the goods and metals, computers, electronics, optics and electrical equipment subsectors at 10.71%. The contribution of the automotive industry sub-sector to the oil and gas sector GDP reached 10.47%.

The research model variables are Product Quality, Service Quality, Price and Customer Loyalty through Customer Satisfaction. The sampling method used in this research is non-probability sampling. The number of respondents in this study were 175 respondents who used Honda Mobilio cars. The analysis technique used in this study is the Structural Equation Model with AMOS 20 software.

The results of this study explain that Product Quality has a positive effect on Customer Satisfaction with a value of 0.236. Service Quality has a positive effect on Customer Satisfaction with a value of 0.231. Price has a positive effect on Customer Satisfaction with a value of 0.174, Customer Satisfaction has a positive effect on Customer Loyalty 0.920.

This research results that the Honda must maintain the Customer Satisfaction owned by honda mobilio. Customer Satisfaction in honda mobilio has an important role in the decision for customers to be loyal. Steps to be taken by honda to improve Customer Satisfaction are to improve Honda Mobilio's performance so that it is better, especially in the vehicle performance section, increase the size of the CC car, maintain comfort in the customer's waiting room, provide light snacks to each customer who is waiting, Increase employee competence by providing training to employees such as training on time management, honda must maintain employee friendliness, maintain the ability to provide services quickly and accurately, honda must provide special events such as rewarding playgrounds, honda can also carry out promo events such as change oil free car wash, change oil 3x for free next oil change so that customers do not continue to imagine about the price of expensive spare parts.

Key word: *Product Quality, Service Quality, Price, Customer Satisfaction, Customer Loyalty*