

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT ...	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iii
ABSTRACT.....	iv
ABSTRAK	v
PREFACE.....	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xv

CHAPTER I INTRODUCTION

1.1 Background of The Study.....	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefit of The Research	10
1.5.1 Theoretical Benefit.....	10
1.5.2 Practical Benefit	10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	11
2.1.1 Marketing	11
2.1.1.1. Definition of Marketing.....	11
2.1.1.2. Marketing Management Activities	12
2.1.1.3. Marketing Management Process	13

2.1.2.	Relationship Marketing	15
2.1.2.1.	Definition of Relationship Marketing	15
2.1.2.2.	Element of Relationship Marketing.....	16
2.1.2.3.	Levels of Relationship Marketing	17
2.1.2.4.	Indicator of Relationship Marketing	18
2.1.3	Service Recovery	21
2.1.3.1.	Definition of Service Recovery	21
2.1.3.2.	Service Recovery Elements	22
2.1.3.3.	Service Recovery Strategy Categories	23
2.1.3.4.	Indicator of Service Recovery	26
2.1.4.	Product Quality	30
2.1.4.1.	Definition of Product Quality	30
2.1.4.2.	Product Quality Development Strategies	30
2.1.4.3.	Techniques for Measuring Product Quality	32
2.1.4.4.	Benefit of Product Quality.....	34
2.1.4.5.	Indicator of Product Quality	35
2.1.5.	Customer Satisfaction	36
2.1.5.1.	Definition of Customer Satisfaction.....	36
2.1.5.2.	Benefit of Customer Satisfaction.....	37
2.1.5.3.	Measuring Customer Satisfaction.....	38
2.1.5.4.	Factors Affecting Customer Satisfaction.....	39
2.1.5.5.	Indicator of Customer Satisfaction.....	40
2.1.6.	Customer Loyalty	41
2.1.6.1.	Definition of Customer Loyalty	41
2.1.6.2.	Types of Customer Loyalty	42
2.1.6.3.	Stages of Customer Loyalty	44
2.1.6.4.	Indicator of Customer Loyalty	45
2.2	Previous Research	46
2.3	Hypothesis Development.....	48
2.4.	Research Model	49
2.5	Framework of Thinking.....	51

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	52
3.2	Population and Sample	52
3.3	Data Collection Method.....	54
3.4	Operational Variable Definition and Variable Measurement.....	54
3.5.	Data Analysis Method	56
3.5.1	Descriptive Statistic	56
3.5.2	Data Quality Testing.....	56
3.5.3	Structural Equation Modelling (SEM) Analysis.....	57
3.5.4	Research Model	60
3.5.5.	Hypothesis Testing	61

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of PT Global Solid Agrindo	63
4.2	Research Result	69
4.2.1	Descriptive Statistics	69
4.2.2	Result of Data Quality Testing	76
4.2.2.1	Validity Testing	76
4.2.2.2	Reliability Testing	81
4.2.2.3	Normality Testing.....	83
4.2.2.4	Outlier Detection	84
4.2.2.5.	Multicollinearity Testing	86
4.2.2.6.	Goodness of Fit Test.....	86
4.2.3	Result of Hypothesis Testing.....	91
4.2.3.1.	Model Measurement	91
4.2.3.2.	Factor Loading Analysis.....	93
4.3	Discussion.....	94

CHAPTER V CONCLUSION

5.1	Conclusion	103
5.1.1.	Conclusion of Hypothesis	104

5.1.1.1.	Impact of Relationship Marketing on Customer Satisfaction.....	104
5.1.1.2.	Impact of Service Recovery on Customer Satisfaction.	104
5.1.1.3.	Impact of Product Quality on Customer Satisfaction....	105
5.1.1.4.	Impact of Relationship Marketing on Customer Loyalty	106
5.1.1.5.	Impact of Service Recovery on Customer Loyalty	107
5.1.1.6.	Impact of Product Quality on Customer Loyalty	108
5.1.1.7.	Impact of Customer Satisfaction on Customer Loyalty	108
5.2.	Implication	109
5.2.1.	Theoretical Implication	109
5.2.2.	Managerial Implication	110
5.2	Recommendation	114

REFERENCES

LIST OF FIGURES

	Page
Figure 2.1	Research Model
Figure 2.2	Framework of Thinking.....
Figure 4.1	Organization Structure.....
Figure 4.2	Confirmatory Factor Analysis on exogen construct
Figure 4.3	Confirmatory Factor Analysis on endogen construct
Figure 4.4	Coefficient of Structural Equation Model

LIST OF TABLES

	Page
Table 1.1	The Number of Customer in Year 2019-2021 6
Table 2.1	The Result of Previous Research..... 47
Table 3.1	Definition of Operational Variables 55
Table 4.1	Characteristic of Respondent based on Age 69
Table 4.2	Characteristic of Respondent based on Gender 69
Table 4.3	Characteristic of Respondent based on Family Status..... 70
Table 4.4	Characteristic of Respondent based on Education..... 70
Table 4.5	Characteristic of Respondent based on Length Become Customer 70
Table 4.6	Respondent's Answer on Relationship Marketing (X1)..... 70
Table 4.7	Respondent's Answer on Service Recovery (X2) 71
Table 4.8	Table 4.8 Respondent's Answer on Product Quality (X1) 72
Table 4.9	Table 4.9 Respondent's Answer on Customer Satisfaction (Y1) 72
Table 4.10	Table 4.10 Respondent's Answer on Customer Loyalty (Y2) 72
Table 4.11	Validity Testing Result of Relationship Marketing Variable Instrument 75
Table 4.12.	Validity Testing Result of Service Recovery Variable Instrument 75
Table 4.13.	Validity Testing Result of Product Quality Variable Instrument 78
Table 4.14	Validity Testing Result of Customer Satisfaction Variable Instrument 80
Table 4.15	Validity Testing Result of Customer Satisfaction Variable Instrument 80
Table 4.16	Result of Relatability Testing on Relationship Marketing Instrument 80
Table 4.17.	Result of Relatability Testing on Service Recovery Instrument 80

Table 4.18.	Result of Relatability Testing on Product Quality Instrument	80
Table 4.19	Result of Relatability Testing on Customer Satisfaction Instrument	80
Table 4.20	Result of Relatability Testing on Customer Loyalty Instrument	80
Table 4.21	Assessment of Normality.....	81
Table 4.22	Outlier Detection	81
Table 4.23	Multicollinearity Test	85
Table 4.24.	Result Testing on Model of Confirmatory Factor Analysis on Exogen Construct.....	87
Table 4.25.	Regression Weights Confirmatory Factor Analysis on Exogen Construct.	87
Table 4.26.	Result Testing on Model of Confirmatory Factor Analysis on Endogen Construct.....	88
Table 4.27.	Regression Weights Confirmatory Factor Analysis on Endogen Construct.....	89
Table 4.28.	Goodness of Fit Test.	90
Table 4.29.	Regression Weights.	91
Table 4.30.	Indicators of Relationship Marketing.	98
Table 4.31.	Indicators of Service Recovery.....	98
Table 4.32.	Indicators of Product Quality.....	98
Table 4.33.	Indicators of Customer Satisfaction.....	99
Table 4.34.	Indicators of Customer Loyalty	101
Table 5.1.	Theoretical Implication.....	107
Table 5.2.	Managerial Implication.....	107

LIST OF APPENDICES

APPENDIX A	QUESTIONNAIRE	A-1
APPENDIX B	KUESIONER.....	B-1
APPENDIX C	PRETEST DATA	C-1
APPENDIX D	SAMPLING DATA.....	D-1
APPENDIX E	SPSS OUTPUT.....	E-1
APPENDIX F	TURNITIN RESULT.....	F-1

