

ABSTRACT

Technological diffusion is the process by which innovations (be they new products, new processes or new management methods) spread within and across economies. Some understanding of the process of technological diffusion is essential if we are to gain any insight into the processes of economic growth and development, for, whatever the emphasis has been in the past in research and public policy, it is the application of innovations (diffusion) rather than the generation of innovations (invention or R & D) that leads to the realization of benefits from technological advance

The purpose of this research is to reveal which factors between Salesperson Reputation towards Customer Loyalty, through Economic Value, Service Productivity, and Enjoyable Interaction at Hartono Electronic, which is aimed to use 4 variables to identify the Customer Loyalty of customers.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 121 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who have purchased Hartono Electronic products at least twice in 1 years. The sampling method used in this research that is non - probability sampling.

The results showed that Salesperson Reputation variable has significant positive effect on the Economic Value with regression coefficient value of 0.897; Salesperson Reputation variable has significant positive effect on the Service Productivity with regression coefficient value of 0.983; Salesperson Reputation variable has significant positive effect on the Enjoyable Interaction with regression coefficient value of 0.866; Economic Value variable has insignificant positive effect on the Customer Loyalty with regression coefficient value of 0.038; Service Productivity variable has insignificant positive effect on the Customer Loyalty with regression coefficient of 0.024; Enjoyable Interaction variable has significant positive effect on the Customer Loyalty with regression coefficient value of 0.943;

Keywords: Salesperson Reputation, Economic Value, Service Productivity, Enjoyable Interaction, Customer Loyalty and Hartono Electronics