

## Abstrak

Seiring dengan bertambahnya populasi yang ada maka semakin banyak pula kebutuhan yang di butuhkan oleh seseorang dalam keseharian mereka, kebutuhan untuk berpindah tempat misalnya, kebutuhan transportasi adalah salah satu kebutuhan yang penting bagi umat manusia, karena dengan adanya transportasi maka seseorang akan dengan mudah berpindah dari tempat satu ke tempat lainnya, yang memungkinkan melakukan banyak kegiatan dalam hari itu dan menghasilkan sesuatu. Sekarang, berbagai alat transportasi mulai dikembangkan di berbagai negara tidak sedikit negara-negara bersaing untuk melihat siapa yang lebih maju dalam bidang transportasinya. Salah satu dari alat transportasi yang paling banyak digunakan oleh orang-orang di dunia ini adalah sepeda motor, bisa dikatakan bahwa sepedamotor adalah satu-satunya alat transportasi yang mendominasi pasar transportasi didunia, terbukti dengan makin tingginya angka perkembangan pengguna motor di dunia.

Variabel yang digunakan dalam penelitian ini ada tujuh variabel yaitu *perceived switching cost*, *attractiveness of alternatives*, *customer satisfaction*, *service quality*, *product attribute*, dan *store image*, variabel tersebut adalah variabel yang ada didalam objek ini bengkel Surya Gemilang Motor.

Jenis penelitian ini adalah penelitian kausal karena penelitian ini digunakan untuk menjelaskan hubungan sebab akibat antara variabel variabel dalam model penelitian, yaitu *service quality* terhadap *customer satisfaction*, *product attribute* terhadap *customer satisfaction*, *store image* terhadap *customer satisfaction*, *customer satisfaction* terhadap *perceived swiching cost*, *customer satisfaction* terhadap *attractiveness of alternatives*, *customer satisfaction* terhadap *customer loyalty*, *perceived swiching cost* terhadap *customer loyalty*, dan *attractiveness of alternatives* terhadap *customer loyalty*. Penelitian ini juga digunakan untuk mengembangkan model penelitian yang telah ditentukan berdasarkan telaah pustaka untuk menjawab permasalahan yang telah diidentifikasi pada bab sebelumnya. Metode penelitian yang digunakan pada penelitian ini adalah metode kuantitatif dan dalam penelitian di gunakan program untuk perhitungan SPSS 16.0

Dalam penelitian ini diteliti pengaruh *perceived switching cost*, *attractiveness of alternatives*, dan *customer satisfaction* melalui *service quality*, *product attribute*, dan *store image* dan dari penelitian yang sudah dilakukan terdapat dua variabel yang sangat mempengaruhi *customer loyalty* yaitu *perceived switching cost* dengan koefisien sebesar 0.216 dan *attractiveness of alternative* dengan koefisien regresi sebesar -0.216, sehingga pihak bengkel Surya Gemilang Motor perlu untuk meningkatkan variabel tersebut untuk meningkatkan *customer loyalty*

**Kata Kunci :** *perceived switching cost*, *attractiveness of alternatives*, *customer satisfaction*, *service quality*, *product attribute*, *store image*

## **Abstract**

Along with the increase in population there is the more the requirement is needed by someone in their daily lives, the need to move, for example, the need for transportation is one of the essential requirements for the human race, because of the lack of transportation then someone will easily move from place one place to another, which allows to do a lot of activity in that day and produce something. Now, the various means of transportation began to be developed in various countries are not little countries compete to see who is more advanced in the field of transportation. One of the means of transport most used by people in the world this is a motorcycle, it can be said that a motorcycle is the only means of transport that dominate the transportation market in the world, as evidenced by the development of increasingly high number of motorcycle users in the world.

The variables used in this study, seven variables: perceived switching costs, attractiveness of alternatives, customer satisfaction, service quality, product attributes, and store image, variabel is a variable that is inside this object Surya Gemilang Motor workshop.

This research is a causal study because this study is used to explain the causal relationship between the variables in the research model variables, namely service quality on customer satisfaction, product attributes on customer satisfaction, store image on customer satisfaction, customer satisfaction swiching to perceived cost, customer satisfaction the attractiveness of alternatives, customer satisfaction to customer loyalty, perceived cost swiching to customer loyalty, and attractiveness of alternatives to customer loyalty. This study was also used to develop a research model that has been determined based on the literature review to address issues that have been identified in the previous chapter. The method used in this study is a quantitative method and the research used SPSS 16.0 program for calculation

In the present study investigated the influence of perceived switching costs, attractiveness of alternatives, and customer satisfaction through service quality, product attributes, and store the image and from the research that has been done, there are two variables that influence customer loyalty is perceived switching cost coefficient for 0.216 and attractiveness of an alternative to the regression coefficient of -0.216, so that the workshop Surya Gemilang Motor necessary to increase these variables to increase customer loyalty

**Key Word: perceived switching cost, attractiveness of alternatives, cutomer satisfaction, service quality, product attribute, store image**