

ABSTRACT

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THE INFLUENCE OF PROCEDURAL JUSTICE, INTERACTIONAL JUSTICE, DISTRIBUTIVE JUSTICE, CUSTOMER EFFORT, QUALITY OF SERVICE SOLUTIONS TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT PT LAMTAMAS MARULI NAULI, MEDAN

(xviii+118 pages; 11 figures; 41 tables; 7 appendixes)

In today's modern era, construction services are soaring all over the world, the construction service business is needed by everyone for the construction of public facilities, private facilities, construction of houses and offices, these services will provide benefits and safety for building or facility users.

Procedural justice, interactional justice, distributive justice, customer effort, quality of service solutions are very important to customer satisfaction and maintaining customer loyalty in PT. Lamtamas Maruli Nauli, Medan

This study used a quantitative research method with causal and descriptive analysis. Distributing questionnaire into 122 respondents to carry out this research. Non-probability sampling was used in specifically purposive sampling.

The result of hypothesis indicates that procedural justice, interactional justice, distributive justice, customer effort, quality of service solution partially and simultaneously influences customer satisfaction and customer loyalty. Moreover, the result of multiple linear regression is $Y = 0.091X_1 + 0.173X_2 + 0.374X_3 + 0.210X_4 + 0.220X_5$. The result of all tests in this research has passed the criteria.

The recommendation for PT. Lamtamas Maruli Nauli, Medan is needed to focused on how service is going to distribute to customer fairly, where company need to adding newer employee, respect more on customer while communicating, provide fairly compensation, provide social media in order to minimize customer effort to find information, provide additional time and additional worker in the field.

Keywords: Procedural Justice, Interactional Justice, Distributive Justice, Customer Effort, Quality of Service Solutions, Customer Satisfaction, Customer Loyalty.

References: 22 (2003-2023)

ABSTRAK

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PENGARUH KEADILAN PROSEDURAL, KEADILAN INTERAKSIONAL, KEADILAN DISTRIBUTIF, UPAYA PELANGGAN, SOLUSI KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN DI PT. LAMTAMAS MARULI NAULI, MEDAN

(xviii+118 halaman; 11 gambar; 41 tabel; 7 lampiran)

Di era modern saat ini, jasa konstruksi semakin melonjak di seluruh dunia, usaha jasa konstruksi sangat dibutuhkan oleh semua orang baik untuk pembangunan fasilitas umum, fasilitas swasta, pembangunan rumah dan perkantoran, jasa tersebut akan memberikan manfaat dan keamanan bagi pengguna bangunan atau fasilitas. .

Keadilan prosedural, keadilan interaksional, keadilan distributif, upaya pelanggan, kualitas solusi layanan sangat penting terhadap kepuasan pelanggan dan menjaga loyalitas pelanggan di PT. Lamtamas Maruli Nauli, Medan

Penelitian ini menggunakan metode penelitian kuantitatif dengan analisis kausal dan deskriptif. Menyebarkan kuesioner kepada 122 responden untuk melaksanakan penelitian ini. Non-probability sampling digunakan dalam purposive sampling khusus.

Hasil hipotesis menunjukkan bahwa keadilan prosedural, keadilan interaksional, keadilan distributif, upaya pelanggan, kualitas solusi layanan berpengaruh secara parsial dan simultan terhadap kepuasan pelanggan dan loyalitas pelanggan. Sedangkan hasil regresi linier berganda adalah $Y = 0.091X_1 + 0.173X_2 + 0.374X_3 + 0.210X_4 + 0.220X_5$. Hasil seluruh pengujian pada penelitian ini telah memenuhi kriteria.

Rekomendasi bagi PT. Lamtamas Maruli Nauli, Medan perlu fokus pada bagaimana pelayanan akan terdistribusi kepada pelanggan secara adil, dimana perusahaan perlu menambah lebih banyak karyawan baru, lebih menghormati pelanggan saat berkomunikasi, memberikan kompensasi yang adil, menyediakan media sosial untuk meminimalkan upaya pelanggan untuk mencari informasi, memberikan tambahan waktu dan tenaga tambahan di lapangan.

Kata Kunci: Procedural Justice, Interactional Justice, Distributive Justice, Customer Effort, Quality of Service Solutions, Customer Satisfaction, Customer Loyalty.

Referensi: 22 (2003-2023)