

ABSTRACT

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THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT PT ALFA SCORPII MEDAN

(xiv+76 pages; 8 figure; 20 tables; 7 appendices)

The development of an increasingly advanced era has an impact on business competitiveness to promote the company's ability to keep innovate and continue to increase customer loyalty. This research was conducted to examine the effect of service quality towards customer loyalty at PT Alfa Scorpii Medan. The problem of customer loyalty that has decreased from sales data is the background in this study, the decline in customer loyalty is caused by the service quality of employees who have not been maximized in serving customers.

The research design for this research is quantitative method. In analyzing the data, the methods used are descriptive statistical analysis, research instrument test, classical assumption test, simple linear regression analysis, hypothesis test and determination test.

From the coefficient of determination of the research is 49.2% meaning that service quality does effect customer loyalty in PT Alfa Scorpii by 49.2% and the other 50.8% is effect by other factors which might be price, brand image, promotion, product preferences, product quality or other relevant. From the result of hypothesis testing, this research found out that the value of t_{count} (9.540) is greater than the t_{table} (1.985) with a significance value of 0.000. It means that H_a is accepted and H_0 is rejected. Therefore, it could be concluded that this study proves that service quality does effect the customer loyalty at PT Alfa Scorpii.

Keywords: service quality, customer loyalty

References: 23 (2016-2020)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN DI PT ALFA SCORPII MEDAN

(xiv+76 halaman; 8 gambar; 20 tabel; 7 lampiran)

Perkembangan zaman yang semakin maju berdampak pada daya saing bisnis untuk mendorong kemampuan perusahaan untuk terus berinovasi dan terus meningkatkan loyalitas pelanggan. Penelitian ini dilakukan untuk mengkaji pengaruh kualitas layanan terhadap loyalitas pelanggan di PT Alfa Scorpii Medan. Masalah loyalitas pelanggan yang mengalami penurunan dari data penjualan menjadi latar belakang dalam penelitian ini, Penurunan loyalitas pelanggan disebabkan oleh kualitas pelayanan dari karyawan yang belum maksimal dalam melayani pelanggan.

Metode penelitian yang dipakai adalah metode kuantitatif. Dalam menganalisa data, metode yang dipakai adalah analisa statistik deskriptif, uji instrument penelitian, uji asumsi klasik, analisa regresi linier, uji hipotesis dan uji determinasi.

Dari koefisien determinasi penelitian sebesar 49,2% artinya kualitas pelayanan berpengaruh terhadap loyalitas pelanggan di PT Alfa Scorpii sebesar 49,2% dan sisanya sebesar 50,8% dipengaruhi oleh faktor lain yang dapat berupa harga, citra merek, promosi, preferensi produk, produk kualitas atau relevan lainnya. Dari hasil uji hipotesis penelitian ini diketahui bahwa nilai thitung (9,540) lebih besar dari pada ttabel (1,985) dengan nilai signifikansi 0,000. Artinya H_0 diterima dan H_1 ditolak. Oleh karena itu, dapat disimpulkan bahwa penelitian ini membuktikan bahwa kualitas pelayanan memang berpengaruh terhadap loyalitas pelanggan pada PT Alfa Scorpii.

Kata kunci: Kualitas Pelayanan, Loyalitas Pelanggan

Referensi: 23 (2016-2020)