

ABSTRAK

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“PENGARUH *SERVICE QUALITY*, *CUSTOMER SATISFACTION*, DAN *CUSTOMER VALUE* TERHADAP *CUSTOMER RELATIONSHIP MANAGEMENT QUALITY* PADA *CUSTOMER LOYALTY* BENGKEL RESMI YAMAHA DENGAN *BRAND IMAGE* SEBAGAI VARIABEL MODERASI”

(xiii + 142 halaman; 50 tabel; 5 gambar)

Industri otomotif sepeda motor di Indonesia terus berkembang dan mengalami peningkatan setiap tahunnya. Indonesia merupakan negara dengan industri otomotif sepeda motor yang berkembang pesat di Asia Tenggara. Perkembangan industri ini menimbulkan persaingan antar brand sepeda motor di Indonesia. Tujuan dari penelitian ini untuk mengetahui pengaruh *Service Quality*, *Customer Satisfaction*, *Customer Value* terhadap *Customer Relationship Management Quality* pada *Customer Loyalty* dari bengkel resmi Yamaha dimoderasi oleh *Brand Image*. Penelitian ini menggunakan metode Kuantitatif dan metode pengumpulan data menggunakan *Electronic & Online Questionnaires* memakai Google Form dengan mengumpulkan 40 responden untuk studi pendahuluan dan 272 responden untuk penelitian aktual. Pengambilan data dilakukan dengan menggunakan Convenience Sampling. Terdapat 272 responden yang memenuhi kriteria. Alat yang digunakan untuk mengolah data dengan menggunakan PLS-SEM dengan memakai software SmartPLS versi 3. Hasil dari penelitian ini menunjukkan bahwa *Service Quality*, *Customer Satisfaction*, dan *Customer Value* berpengaruh positif terhadap *Customer Relationship Management Quality*, *Service Quality* dan *Customer Satisfaction* tidak berpengaruh positif terhadap *Customer Relationship Management Quality* dimoderasi oleh *Brand Image*, *Customer Value* berpengaruh positif terhadap *Customer Relationship Management Quality* dimoderasi oleh *Brand Image*, *Customer Relationship Management Quality* berpengaruh positif terhadap *Customer Loyalty*.

Kata Kunci: *Service Quality*, *Customer Satisfaction*, *Customer Value*, *Brand Image*, *Customer Relationship Management Quality*, *Customer Loyalty*

Referensi: 99 (1994-2022)

ABSTRACT

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“THE EFFECT OF SERVICE QUALITY, CUSTOMER SATISFACTION, AND CUSTOMER VALUE ON CUSTOMER RELATIONSHIP MANAGEMENT QUALITY ON CUSTOMER LOYALTY YAMAHA AUTHORIZED REPAIR SHOP WITH BRAND IMAGE AS MODERATING VARIABLE”

(xiii + 142 pages; 50 tables; 5 pictures)

The motorcycle automotive industry in Indonesia continues to grow and increase every year. Indonesia is a country with a rapidly growing motorcycle automotive industry in Southeast Asia. The development of this industry creates competition between motorcycle brands in Indonesia. The purpose of this study was to determine the effect of Service Quality, Customer Satisfaction, Customer Value on Customer Relationship Management Quality on Customer Loyalty from Yamaha authorized repair shop moderated by Brand Image. This study uses quantitative methods and data collection methods using Electronic & Online Questionnaires using Google Form by collecting 40 respondents for the preliminary study and 272 respondents for the actual research. Data retrieval is done by using Convenience Sampling. There are 272 respondents who meet the criteria. The tool used to process data using PLS-SEM using SmartPLS version 3. The results of this study indicate that Service Quality, Customer Satisfaction, and Customer Value have a positive effect on Customer Relationship Management Quality, Service Quality and Customer Satisfaction have no positive effect on Customer Relationship Management Quality moderated by Brand Image, Customer Value has a positive effect on Customer Relationship Management Quality moderated by Brand Image, Customer Relationship Management Quality has a positive effect on Customer Loyalty.

Keywords: Service Quality, Customer Satisfaction, Customer Value, Brand Image, Customer Relationship Management Quality, Customer Loyalty

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