

ABSTRAK

Jumlah mobil di dunia telah mencapai satu miliar unit. Pertumbuhan tahun 2010 merupakan yang terbesar sejak tahun 2000 dalam sejarah industri otomotif dunia. Jumlah mobil terbanyak ada di Amerika Serikat dengan populasi mobil nomor satu di dunia. Di Indonesia, kendaraan bermotor sudah menyentuh ratusan juta unit. Kalau ada merek mobil yang paling populer di tanah air, merek tersebut pastilah Toyota. Tak mengherankan jika mereka memimpin pasar tanah air. Sebab mobil-mobil Toyota dinilai Tangguh dan nilai jual kembalinya lumayan tinggi.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *promotion menu*, *basic information*, *customer service*, dan *human sale* terhadap *behavior intention* yang dipengaruhi oleh *customer satisfaction*. Manfaat dari penelitian ini untuk menambah ilmu khususnya mengetahui seberapa besar pengaruh dari *customer satisfaction* sehingga dapat meningkatkan *behavior intention*. Penelitian ini merupakan penelitian kausal. Dengan menggunakan metode kuantitatif dengan menggunakan bantuan program statistik SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan teknik snowball sampling kepada 109 responden dengan karakteristik responden 35 wanita dan 74 pria berumur 21-59 tahun, berdomisili di Manado, dan sebagai pengguna mobil Toyota Avanza.

Hasil penelitian menunjukkan bahwa variabel *customer satisfaction* berpengaruh signifikan terhadap *behavior intention* dengan nilai koefisien regresi sebesar 0,777; variabel *promotion menu* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,266; variabel *basic information* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,236; variabel *customer service* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,225; variabel *human sale* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,194;

Kata Kunci: *promotion menu*, *basic information*, *customer service*, *human sale*, *customer satisfaction*, dan *behavior intention*.

ABSTRACT

The number of cars in the world has reached one billion units. Growth in 2010 was the largest since 2000 in the history of the world automotive industry. The largest number of cars are in the United States with the number one car population in the world. In Indonesia, motorized vehicles have touched hundreds of millions of units. If there is a car brand that is most popular in Indonesia, that brand must be Toyota. Not surprisingly, they lead the homeland market, because Toyota cars are considered Tough and the resale value is quite high.

The purpose of this study was to determine the effect of the promotion menu, basic information, customer service, and human sale on behavior intention which is influenced by customer satisfaction. The benefit of this research is to gain knowledge, especially knowing how much influence customer satisfaction has so that it can increase behavior intention. This research is a causal research. By using quantitative methods with the help of the SPSS 22.0 statistical program. Data collection was carried out by distributing questionnaires with snowball sampling technique to 109 respondents with the characteristics of 35 female and 74 male respondents aged 21-59 years, domiciled in Manado, and as a Toyota Avanza car user.

The results showed that the variable customer satisfaction has a significant effect on behavior intention with a regression coefficient value of 0.777; the promotion menu variable has a significant effect on customer satisfaction with a regression coefficient of 0.266; the basic information variable has a significant effect on customer satisfaction with a regression coefficient of 0.236; the customer service variable has a significant effect on customer satisfaction with a regression coefficient of 0.225; the human sale variable has a significant effect on customer satisfaction with a regression coefficient of 0.194;

Key Word: promotion menu, basic information, customer service, human sale, customer satisfaction, dan behavior intention.