

DAFTAR ISI

| | |
|---|-------------|
| HALAMAN JUDUL | i |
| HALAMAN PENGESAHAN | ii |
| HALAMAN PERNYATAAN ORISINALITAS TESIS | iii |
| DECLARATION | iv |
| KATA PENGANTAR | v |
| ABSTRAK | vii |
| ABSTRACT | viii |
| DAFTAR ISI | ix |
| DAFTAR TABEL | xiii |
| DAFTAR GAMBAR | xiv |
| DAFTAR LAMPIRAN | xv |
| BAB 1 PENDAHULUAN | 1 |
| 1.1. Latar Belakang | 1 |
| 1.2. Rumusan Masalah | 9 |
| 1.3. Tujuan Penelitian | 9 |
| 1.4. Manfaat Penelitian | 10 |
| 1.5. Sistematika Penulisan Tesis | 11 |
| BAB 2 LANDASAN TEORI | 13 |
| 2.1. <i>Perceived Price Fairness</i> | 13 |
| 2.1.1. Pengertian <i>Perceived Price</i> | 13 |
| 2.1.2. Pengertian <i>Price Fairness</i> | 14 |
| 2.1.3. Pengertian <i>Perceived Price Fairness</i> | 14 |
| 2.1.4. Dimensi <i>Perceived Price Fairness</i> | 15 |
| 2.2. <i>Product Quality</i> | 17 |
| 2.2.1. Pengertian <i>Product Quality</i> | 17 |
| 2.2.2. Dimensi dan Indikator Kualitas Produk | 18 |
| 2.3. <i>Service Quality</i> | 19 |
| 2.3.1. Definisi <i>Service Quality</i> | 19 |
| 2.3.2. Kriteria <i>Service Quality</i> | 21 |

| | |
|---|----|
| 2.3.3 Dimensi <i>Service Quality</i> | 23 |
| 2.4. <i>Customer Satisfaction</i> | 26 |
| 2.4.1. Definisi <i>Customer Satisfaction</i> | 26 |
| 2.4.2 Faktor- Faktor Yang Mempengaruhi Kepuasan Pelanggan | 27 |
| 2.4.3. Dimensi <i>Customer Satisfaction</i> | 28 |
| 2.5. Loyalitas Konsumen (<i>Customer Loyalty</i>) | 28 |
| 2.5.1. Pengertian Loyalitas Konsumen | 28 |
| 2.5.2. Jenis- Jenis Loyalitas Konsumen | 29 |
| 2.5.3. Tahapan Loyalitas Konsumen | 30 |
| 2.5.4. Dimensi <i>Customer Loyalty</i> | 31 |
| 2.5.5. Karakteristik <i>Customer Loyalty</i> | 32 |
| 2.5.6. Ciri- Ciri Konsumen Loyal | 32 |
| 2.5.7. Tingkatan <i>Customer Loyalty</i> | 33 |
| 2.6. Pengertian Hipotesis | 35 |
| 2.6.1. Pengaruh <i>Perceived Price Fairness</i> terhadap <i>Customer Loyalty</i> | 35 |
| 2.6.2. Pengaruh <i>Product Quality</i> terhadap <i>Customer Loyalty</i> | 36 |
| 2.6.3. Pengaruh <i>Service Quality</i> terhadap <i>Customer Loyalty</i> | 38 |
| 2.6.4. Pengaruh <i>Perceived Price Fairness</i> terhadap <i>Customer Satisfaction</i> | 39 |
| 2.6.5. Pengaruh <i>Product Quality</i> terhadap <i>Customer Satisfaction</i> | 40 |
| 2.6.6. Pengaruh <i>Service Quality</i> terhadap <i>Customer Satisfaction</i> | 41 |
| 2.6.7. Pengaruh <i>Customer Satisfaction</i> terhadap <i>Customer Loyalty</i> | 42 |
| 2.7. Kerangka Penelitian | 43 |
| 2.8. Hipotesis Penelitian | 44 |
| BAB 3 METODE PENELITIAN | 45 |
| 3.1. Jenis Penelitian | 45 |
| 3.2. Identifikasi Variabel | 45 |
| 3.3. Definisi Operasional | 46 |
| 3.3.1. <i>Perceived Price Fairness</i> | 46 |

| | |
|--|----|
| 3.3.2. <i>Product Quality</i> | 47 |
| 3.3.3. <i>Service Quality</i> | 50 |
| 3.3.4. <i>Customer Satisfaction</i> | 52 |
| 3.3.5. <i>Customer Loyalty</i> | 53 |
| 3.4. Jenis dan Sumber Data | 54 |
| 3.5. Aras dan Skala Pengukuran | 55 |
| 3.6. Populasi dan Sampel | 55 |
| 3.7. Prosedur Pengumpulan Data | 57 |
| 3.8. Teknik Analisa Data | 57 |
| 3.8.1. Statistik Deskriptif Responden | 57 |
| 3.8.2. Uji <i>Partial Least Square</i> (PLS) | 58 |
| 3.8.2.1. <i>Measurement (Outer) Model</i> | 59 |
| 3.8.2.1.1. Validitas dan Reliabilitas | 59 |
| 3.8.2.2. <i>Structural (Inner) Model</i> | 60 |
| 3.8.2.3. <i>Mediation</i> | 60 |
| 3.8.2.3.1. Jenis – Jenis Efek Mediasi | 61 |
| 3.8.3. Alasan Menggunakan <i>Partial Least Square</i> (PLS) | 62 |
| BAB 4 ANALISA DAN PEMBAHASAN | 64 |
| 4.1. Gambaran Umum Subyek dan Obyek Penelitian | 64 |
| 4.2. Deskripsi Data Responden | 64 |
| 4.2.1. Jabatan Responden | 65 |
| 4.2.2. Bidang Usaha Responden | 65 |
| 4.2.3. Nilai Pesanan Komoditas Besi | 67 |
| 4.2.4. Klasifikasi Jenis Besi Yang Dibeli | 68 |
| 4.3. Analisis Deskripsi Jawaban Responden | 69 |
| 4.3.1. Deskripsi Jawaban Atas Variabel <i>Perceived Price Fairness</i> | 69 |
| 4.3.2. Deskripsi Jawaban Atas Variabel <i>Product Quality</i> | 70 |
| 4.3.3. Deskripsi Jawaban Atas Variabel <i>Service Quality</i> | 71 |
| 4.3.4. Deskripsi Jawaban Atas Variabel <i>Customer Satisfaction</i> | 72 |
| 4.3.5. Deskripsi Jawaban Atas Variabel <i>Customer Loyalty</i> | 73 |
| 4.4. Model Pengukuran (<i>Outer Model</i>) | 72 |

| | |
|--|----|
| 4.5. Model Analisis Persamaan Struktural | 76 |
| 4.6. Pengujian Hipotesis | 77 |
| 4.7. Pembahasan | 78 |
| 4.7.1. Pengaruh <i>Perceived Price Fairness</i> Terhadap <i>Customer Loyalty</i> | 78 |
| 4.7.2. Pengaruh <i>Product Quality</i> Terhadap <i>Customer Loyalty</i> | 80 |
| 4.7.3. Pengaruh <i>Service Quality</i> Terhadap <i>Customer Loyalty</i> | 80 |
| 4.7.4. Pengaruh <i>Perceived Price Fairness</i> Terhadap <i>Customer Satisfaction</i> | 81 |
| 4.7.5. Pengaruh <i>Product Quality</i> Terhadap <i>Customer Satisfaction</i> | 82 |
| 4.7.6. Pengaruh <i>Service Quality</i> Terhadap <i>Customer Satisfaction</i> | 82 |
| 4.7.7. Pengaruh <i>Customer Satisfaction</i> Terhadap <i>Customer Loyalty</i> | 83 |
| 4.7.8. Pengaruh Mediasi <i>Customer Satisfaction</i> Dalam Mempengaruhi <i>Perceived Price Fairness, Product Quality, dan Service Quality</i> terhadap <i>Customer Loyalty</i> | 84 |
| BAB 5 PENUTUP | 85 |
| 5.1. Kesimpulan | 87 |
| 5.2. Implikasi Penelitian | 87 |
| 5.3. Saran | 89 |
| 5.4. Keterbatasan Penelitian | 90 |
| DAFTAR PUSTAKA | |
| LAMPIRAN | |

DAFTAR TABEL

| | |
|---|----|
| Tabel 1.1. Data Pertumbuhan Pelanggan PT. XYZ | 3 |
| Tabel 3.1. Indikator <i>Perceived Price Fairness</i> | 47 |
| Tabel 3.2. Indikator <i>Product Quality</i> | 49 |
| Tabel 3.3. Indikator <i>Service Quality</i> | 51 |
| Tabel 3.4. Indikator <i>Customer Satisfaction</i> | 52 |
| Tabel 3.5. Indikator <i>Customer Loyalty</i> | 54 |
| Tabel 4.1. Jabatan Responden | 65 |
| Tabel 4.2. Bidang Usaha Responden | 66 |
| Tabel 4.3. Nilai Pesanan Komoditas | 67 |
| Tabel 4.4. Klasifikasi Jenis Pesanan Besi yang Dibeli | 68 |
| Tabel 4.5. Tabel Jawaban Responden untuk <i>Perceived Price Fairness</i> | 69 |
| Tabel 4.6. Tabel Jawaban Responden untuk <i>Product Quality</i> | 70 |
| Tabel 4.7. Tabel Jawaban Responden untuk <i>Service Quality</i> | 71 |
| Tabel 4.8. Tabel Jawaban Responden untuk <i>Customer Satisfaction</i> | 72 |
| Tabel 4.9. Tabel Jawaban Responden untuk <i>Customer Loyalty</i> | 72 |
| Tabel 4.10. Pengukuran <i>Outer Model</i> | 74 |
| Tabel 4.11. Nilai <i>Cross Loadings</i> | 75 |
| Tabel 4.12. <i>Composite Reliability</i> | 76 |
| Tabel 4.13. Ringkasan Hasil <i>Path Analysis</i> | 78 |
| Tabel 4.14. Ringkasan Hasil Pengaruh Tidak Langsung (<i>Indirect Effects</i>) | 84 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1. Gambaran Industri Besi di Indonesia | 1 |
| Gambar 2.1. Kerangka Konseptual | 44 |
| Gambar 3.1. Model Mediasi Sederhana | 61 |
| Gambar 4.1. Model Analisa Struktural | 77 |

DAFTAR LAMPIRAN

| | |
|----------------------------|----|
| Lampiran 1 Kuesioner | 94 |
| Lampiran 2 Data Tabulasi | 97 |
| Lampiran 3 Hasil Olah Data | 98 |