ABSTRAK

Meidi Riya Pertiwi Katuuk, 110511240, Hubungan antara *service quality, customer satisfaction*, dan *switching cost* terhadap *customer loyalty* Pada CV Diwinri di Surabaya, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2012.
xvi+89 halaman, 53 lampiran.

Penelitian ini bertujuan untuk melihat apakah ada hubungan antara *service quality, customer satisfaction*, dan *switching cost* terhadap *customer loyalty*, atau lebih spesifik apakah ada hubungan yang positif antara *service quality, customer satisfaction*, dan *switching cost* terhadap *customer loyalty*. Sehingga dapat dikatakan bahwa performa kualitas layanan yang baik akan meningkatkan kepuasan pelanggan dan mengecilkan terjadinya *switching cost* pada konsumen yang membentuk adanya loyalitas pelanggan akhirnya. Sebaliknya, ketika performa kualitas layanan buruk akan menurunkan kepuasan pada pelanggan dan menyebabkan konsumen memilih untuk mengeluarkan biaya berpindah segera yang berakibat pada kehilangan konsumen yang loyal pada perusahaan.

Populasi pada penelitian ini mempunyai karakteristik sebagai berikut: member atau konsumen pada CV Diwinri. Jumlah sampel pada penelitian ini adalah 97 orang member/konsumen.

Loyalitas pelanggan terdiri dari empat dimensi yakni *cognitive loyality, affective loyality, conative loyality*, dan *action loyality*. Kualitas layanan terdiri dari lima dimensi *yakni reliability, responsiveness, assurance, empathy*, dan *tangibles*. Kepuasan pelanggan terdiri dari delapan dimensi yakni kinerja, fitur, reliabilitas, konformasi, daya tahan, *serviceability*, estetika, dan persepsi terhadap kualitas. Serta *switching cost* terdiri dari tujuh dimensi yaitu *economic risk cost, evaluation cost, learning cost, setup cost, benefit loss, personal relationship lost cost,* dan *brand relationship cost*. Alat pengumpul data yang digunakan dalam penelitian ini berupa kuesioner. Koefisien reliabilitas pada loyalitas pelanggan sebesar 0,875, pada kualitas layanan 0,875, kepuasan pelanggan 0,879, dan pada *switching cost* 0,886.

Dari hasil analisis data penelitian, diperoleh nilai hubungan antara *service quality, customer satisfaction*, dan *switching cost* terhadap *customer loyalty* sebesar 0,628 dengan nilai p sebesar 0,000. Hal ini menunjukkan bahwa ada hubungan yang signifikan antara kualitas layanan, kepuasan pelanggan, dan *switching cost* terhadap loyalitas pelanggan.

Kata kunci: kualitas layanan, kepuasan pelanggan, *switching cost*, loyalitas pelanggan
Daftar Pustaka, 47 (1988 2010)

ABSTRACK

Meidi Riya Pertiwi Katuuk, 110511240, correlation of service quality, customer satisfaction, and switching cost on customer loyalty in CV Diwinri Surabaya, Faculty of Psychology Airlangga University, 2012.
xvi+89 pages, appendix 53.

This study aimes to see if there is a correlation between service quality, customer satisfaction, and switching cost on customer loyalty, or more specifically whether there is a positive correlation between service quality, customer satisfaction and switching cost on customer loyalty. So it can be said that the performance of good service quality will be increase customer satisfaction and minimize the occurrence of switching cost on customer then make up the customer loyalty in the end. Otherwise, when performance of customer loyalty being bad, it will be decrease customer satisfaction and lead customer choosing to pay to move immediately and resulting in loss of customer loyalty to the company.

The population in this study has characteristics : member or customer of CV Diwinri. The number of samples in this study were 97 person member or customers.

Customer loyalty consists of four dimensions that is cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Service quality consists of five dimensions that is reliability, responsiveness, assurance, empathy, dan tangibles. Customer satisfaction consists of eight dimensions that is features, reliability, conformation, durability, serviceability, aesthetics, and perception of quality. And switching cost consists of seven dimensions that is economic risk cost, evaluation cost, learning cost, setup cost, benefit loss, personal relationship lost cost, and brand relationship cost. Data collection tool used in this study is questionnaire. Reliability coefficient on customer loyalty was 0,875, on service quality was 0,875, on customer satisfaction was 0,879, and on switching cost was 0,886.

From the analysis of research data, obtained the value of the correlation between service quality, customer satisfaction, and switching cost on customer loyalty was 0,628 with p value 0.000. This indicates that there is a significant correlation between service quality, customer satisfaction, and switching cost on customer loyalty.

Keywords: *service quality, customer satisfaction, switching cost , customer loyalty*
References, 47 (1988 2010)