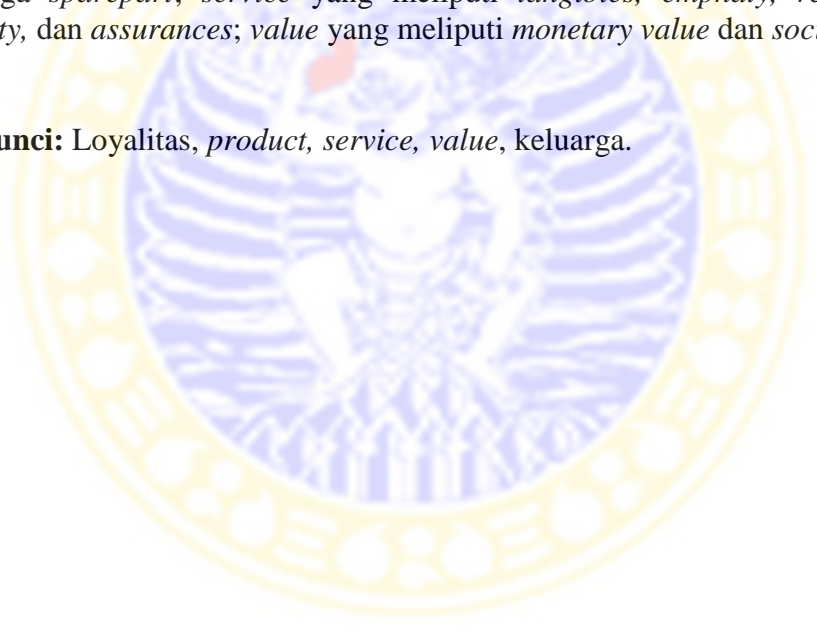


ABSTRAK

Keberhasilan Toyota dalam memimpin pasar disebabkan tingginya pembelian berulang yang dilakukan oleh sekelompok pelanggan yang loyal terhadap Toyota. Akan tetapi, hingga saat ini belum ada penelitian yang meneliti mengapa pelanggan loyal terhadap Toyota. Penelitian ini ingin mengeksplorasi faktor-faktor apa sajakah yang menyebabkan loyalitas pelanggan Toyota di Surabaya. Subjek penelitian ini adalah 10 (sepuluh) keluarga di Surabaya yang seluruh anggota keluarganya saat ini hanya memakai Toyota. Teknik pengambilan sampel menggunakan *purposive sampling*. Penelitian ini menggunakan metode penelitian kualitatif dengan pengumpulan data melalui wawancara secara mendalam. Teknik analisis yang digunakan yakni *grounded theory* melalui *coding*. Hasil penelitian ini menyatakan bahwa faktor-faktor loyalitas pelanggan Toyota di Surabaya adalah *product* yang meliputi kualitas produk, variasi tipe mobil, kemudahan mencari *sparepart* Toyota dan harga *sparepart*; *service* yang meliputi *tangibles*, *emphaty*, *responsiveness*, *reliability*, dan *assurances*; *value* yang meliputi *monetary value* dan *social value*.

Kata Kunci: Loyalitas, *product*, *service*, *value*, keluarga.



ABSTRACT

Toyota's success in leading the market due to the high repeat purchases made by a group of customers who are loyal to Toyota. However, until now, no study has examined why customers are loyal to Toyota. This study wants to explore what are the factors that lead to customer loyalty Toyota in Surabaya. The subjects were 10 (ten) family in Surabaya that all members of his family at this time wearing only Toyota. The sampling technique are using convenience sampling. This study uses qualitative research methods to collect data through in-depth interviews. The analysis technique used the grounded theory through coding. The results of this study stated that the factors of customer loyalty Toyota in Surabaya is a product that includes the quality of products, various types of cars, Toyota spare parts and the ease of finding the price of spare parts; service which includes tangibles, empathy, responsiveness, reliability, and Assurances; value which includes monetary value and social value.

Keywords: *Loyalty, product, service, value, family.*

