

RINGKASAN

**ANALISIS PENGARUH NILAI PELANGGAN TERHADAP
LOYALITAS MELALUI KEPUASAN PELANGGAN
(Penelitian Pada Penumpang Garuda Indonesia Airways)**

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Penelitian ini bertujuan (1) untuk mengetahui pengaruh nilai pelanggan yang menggunakan tujuh dimensi nilai pelanggan menurut Albrecht sebagai indikator terhadap tingkat kepuasan pelanggan (2) untuk mengetahui pengaruh nilai pelanggan terhadap loyalitas pelanggan (3) untuk mengetahui pengaruh kepuasan yang dirasakan pelanggan terhadap loyalitas pelanggan.

Penelitian ini dilakukan pada penumpang pesawat Garuda Indonesia Airways, berdasarkan teknik pengambilan sampel *purposive sampling* dan *convenience sampling*. Metode analisis yang digunakan dalam penelitian ini adalah *Path Analysis* yang merupakan bagian dari *Structural Equation Modelling (SEM)*. Data primer diolah dengan bantuan program AMOS 4.01.

Hasil penelitian diketahui bahwa Chi Square sebesar 0,000 yang artinya bahwa model dalam penelitian ini sudah sesuai (*Fit Model*). Dari uji statistik diketahui bahwa variabel nilai pelanggan mempunyai pengaruh positif dan kuat terhadap kepuasan pelanggan. Variabel nilai pelanggan mempunyai pengaruh positif terhadap loyalitas pelanggan dengan koefisien path sebesar 0,622. Pengaruh variabel kepuasan pelanggan terhadap loyalitas positif sebesar 0,177. Hal ini berarti bahwa alasan penumpang untuk tetap bertahan melakukan hubungan dengan penyedia jasa sangat kuat jika penyedia jasa mampu memberikan nilai yang lebih kepada konsumen.

Penelitian mendatang diharapkan dapat dilakukan pada semua jenis penumpang pesawat GIA (kargo dan penumpang ke luar negeri), penentuan sampel yang lebih beragam serta lebih banyak menggunakan indikator pengukuran variabel.

SUMMARY

THE ANALYSIS OF INFLUENCE CUSTOMER VALUE TOWARD LOYALTY THROUGH CUSTOMER SATISFACTION (The Research on Passenger of Garuda Indonesia Airways)

EVITA PURWANDARI

This research attempts to (1) know the influence of customer value who use seven dimensions of customer value according to Albrecht as an indicator toward customer satisfaction, (2) to know the influence of customer value toward loyalty, (3) to know the influence of customer satisfaction toward loyalty.

This research conducted on the passenger at the Garuda Indonesia Airways , based on the *non-probabilistic purposive sampling* and *convenience sampling*. The method of analysis used is *Path Analysis*, which is part of *Structural Equation Modelling (SEM)*. The primary data were processed using AMOS 4.01 program.

With Chi Square of 0,000, meaning that the model is suited to the sample data . From the statistical analysis, the result show the variable customer value is positively and strongly related to customer satisfaction. Customer value has positive relationship with loyalty with the coefficient path of 0,622. The influence of customer satisfaction toward loyalty with the coefficient path of 0,177. This mean that the reason by the customer to remain having relationship with the service provider is stronger when the provider give the more value to the customer.

Further research is expected to use all types of passenger (cargo and to a broad), the more various sampling technique and more use indicator of variable.

ABSTRACT

**THE ANALYSIS OF INFLUENCE CUSTOMER VALUE TOWARD
LOYALTY THROUGH CUSTOMER SATISFACTION
(The Research on Passenger of Garuda Indonesia Airways)**

EVITA PURWANDARI

This research was an empirical study about customer value, satisfaction and loyalty. It has objectives, (1) to know the influence of customer's perception of *customer value* toward *customer satisfaction*, (2) to know the influence of *customer value* toward *loyalty*, (3) to know the influence of *customer satisfaction* toward *loyalty*.

The result show that (1) *Customer value* have positively significant influence toward *customer satisfaction* and produces the highest path coefficient among the other variables, (2) The influence of *customer value* toward *customer loyalty* is positively significant, (3) The influence of *customer satisfaction* toward *customer loyalty* is positively significant. This result indicate that passenger loyalty can be built by delivering excellent values to passenger, that makes passenger satisfied.

Key words : *customer value, satisfaction and customer loyalty.*