

RINGKASAN

ANALISIS PENGARUH DIMENSI TRUST TERHADAP LOYALITAS
MELALUI NILAI PELANGGAN
(Penelitian Pada Pelanggan Laboratorium Klinik XYZ di Surabaya)

RESTI HARDINI

Trust merupakan bagian terpenting dari *relationship marketing*. Penelitian ini bertujuan untuk mengetahui pengaruh dari dimensi *trust* yakni *competence*, *benevolence* dan *problem solving orientation* terhadap loyalitas dan nilai pelanggan. Teknik analisis data dengan analisis jalur menggunakan program AMOS versi 4.0. Analisis jalur yang pertama adalah antara dimensi *trust* dengan nilai pelanggan dan kemudian menganalisis jalur dimensi *trust* dengan loyalitas. Terakhir menganalisis jalur nilai pelanggan dengan loyalitas. Sampel penelitian adalah pelanggan pengguna jasa pemeriksaan pada laboratorium klinik XYZ di Surabaya sebanyak 200 responden, menggunakan metode *purposive sampling* dan *aksidental sampling*. Hasil pengujian keseluruhan kuesioner adalah valid dan reliabel.

Hasil penelitian diketahui bahwa model yang diajukan dapat diterima ditunjukkan oleh pemenuhan ketentuan 7 index *goodness of fit*. Hasil koefisien path menyatakan bahwa variabel *competence* memiliki pengaruh yang signifikan terhadap nilai pelanggan ditunjukkan dengan nilai *cr* sebesar 2,376 yang lebih besar dari 2,0 serta mempunyai koefisien path sebesar 0,111. Variabel *benevolence* mempunyai pengaruh yang signifikan terhadap nilai pelanggan dengan nilai *cr* sebesar 3,875 serta memiliki koefisien path sebesar 0,287. Variabel *problem solving orientation* memiliki koefisien path sebesar 0,229 terhadap nilai pelanggan dan mempunyai pengaruh yang signifikan terhadap nilai pelanggan ditunjukkan dengan nilai *cr* sebesar 5,079 yang lebih besar dari nilai *t* tabel sebesar 2,0.

Pengujian selanjutnya, Hasil penelitian dengan analisis jalur menyatakan bahwa variabel *competence* memiliki koefisien path sebesar 0,133 terhadap loyalitas dan mempunyai pengaruh yang signifikan terhadap loyalitas ditunjukkan dengan nilai *t* hitung sebesar 2,961 yang lebih besar dari nilai *t* tabel sebesar 2,0. Variabel *benevolence* mempunyai pengaruh yang signifikan terhadap nilai pelanggan ditunjukkan dengan nilai *t* hitung sebesar 2,721 serta koefisien path sebesar 0,198. Variabel *problem solving orientation* mempunyai pengaruh yang signifikan terhadap nilai pelanggan ditunjukkan dengan nilai *t* hitung sebesar 3,860 yang lebih besar dari nilai *t* tabel 2,0 serta memiliki koefisien path sebesar 0,176. Sedangkan hasil pengujian variabel nilai pelanggan terhadap loyalitas menunjukkan pengaruh yang signifikan dengan nilai *t* hitung sebesar 6,881 dan nilai koefisien path sebesar 0,463 memberikan pengaruh terkuat ditunjukkan melalui nilai koefisien path terbesar jika dibandingkan dengan besarnya nilai koefisien path antar variabel lainnya. Hal ini berarti loyalitas pelanggan sangat kuat dipengaruhi oleh nilai bagi pelanggan dalam hubungan pertukaran dengan penyedia jasa.

Hasil penelitian membuktikan bahwa dimensi *trust* dapat mempengaruhi loyalitas melalui nilai pelanggan. Penelitian mendatang diharapkan dapat dilakukan pada jenis jasa yang bergerak pada bidang lainnya, penentuan sampel lebih beragam dan lebih banyak, serta lebih banyak menggunakan indikator pengukuran variabel.

SUMMARY

**THE ANALYSIS OF INFLUENCE TRUST DIMENSION TOWARD
LOYALTY
THROUGH CUSTOMER VALUE
(The Research on Customer of Laboratorium Clinic XYZ in Surabaya)**

RESTI HARDINI

This research aim to know influence of *trust* dimension that is *competence*, *benevolence* and *problem solving orientation* to *customer value* and *loyalty*. Technique analysis data with path analysis use program of AMOS version 4.0. First band analysis is between of *trust* dimension with *customer value* and later, then analysis of *trust* dimension band with *loyalty*. Last analysis band of *customer value* with *loyalty*. Research sample is customer of Laboratorium clinic XYZ in Surabaya counted 200 responden, by using method of purposive sampling with accidental sampling. Overall of data have valid and reliable

Result of research show that model proposed is accepted, shown by goodness of fit index. Path analysis express that variable of *competence* have influence which significant with *customer value* at from t-value equal to 2,376 larger ones of t-tabel 2,0 and have band relation equal to 0,111. Variable *benevolence* have band coefficient equal to 0,287 to *customer value* and have influence which significant to *customer value* with value of t-value equal to 3,875. Variable of *problem solving orientation* have band coefficient value equal to 0,229 and have influence which is significant to *customer value* with value of t-value 5,079 larger than t-tabel.

Examination here in after is to know band relation of variable of *competence* with *loyalty*. Result of the obtained is equal to 0,133 and its significance test show there is influence which is significant because value of t-value 2,961 bigger than t-tabel. Variable of *benevolence* to *loyalty* have coefficient value of relation equal to 0,198 and have influence wich significant with *loyalty* because value of t-value 2,721 bigger than t-table. Coefficient band value of variable of *problem solving orientation* to *loyalty* equal to 0,176 and from result of test of significant there are influence which is significant with value of t-value equal to 3,860. Result of examination of variable *customer value* to *loyalty* show influence which is significant with value of t-value equal to 6,881 with band coefficient value equal to 0,463. From result of research can be concluded that *customer value* toward *loyalty* produced the highest path coefficient among the other variables. Its means that the *loyalty* of customer at laboratorium clinic XYZ in Surabaya is stonger influenced by the customer value in relational exchange with service provider.

From result research can be concluded that trust dimension influence toward *loyalty* through customer value. Further research is expected to use in another type services, the more various sampling techniques and more samples, and use more indicator of variable measurement.

ABSTRACT

**THE ANALYSIS OF INFLUENCE TRUST DIMENSION TOWARD LOYALTY
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Trust is the point part of *relationship marketing*. This research was an empirical study about trust dimension, customer value and loyalty. It has objectives, to know influence of trust dimension which consist of three dimension, that is competence, benevolence and problem solving orientation. to customer value and loyalty.

The results show that dimension of *trust* consist of *competence*, *benevolence* and *problem solving orientation* have positively significant influence toward *customer value* and *loyalty*. *Customer value* has positively significant influence toward *loyalty*. The influence of *customer value* is positively significant and produces the highest path coefficient among the other variables. Its means that the loyalty of customer at laboratorium clinic XYZ in Surabaya is stonger influenced by the value which is got by the customer in relational exchange with service provider.

From result of research can be concluded that dimension of *trust* influences toward *loyalty* and dimension of *trust* also influences loyalty through customer value.

Key word : *Relationship marketing*, *dimension of trust*, *competence*, *benevolence*, *problem solving orientation*, *customer value* and *loyalty*