

ABSTRAK

ANALISIS HUBUNGAN
ANTARA CITRA DAN KEPUASAN TERHADAP
LOYALITAS PELANGGAN BENGKEL AHASS
Studi kasus pada bengkel Ahass Monza Prima No.2592
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Penelitian ini bertujuan untuk menganalisis: 1) hubungan antara citra bengkel Ahass Monza Prima dengan loyalitas pelanggan, 2) hubungan antara kepuasan dengan loyalitas pelanggan bengkel Ahass Monza Prima, dan 3) hubungan antara citra bengkel Ahass Monza Prima dan kepuasan pelanggan terhadap loyalitas pelanggan bengkel Ahass Monza Prima.

Dalam penelitian ini penulis mengumpulkan data melalui wawancara, kuesioner dan observasi. Teknik analisis yang digunakan adalah teknik analisis asosiatif. Teknik analisis asosiatif tersebut digunakan penulis untuk menyajikan hubungan antara citra bengkel Ahass Monza Prima dengan loyalitas pelanggan, hubungan antara kepuasan dengan loyalitas pelanggan bengkel Ahass Monza Prima, dan hubungan antara citra bengkel Ahass Monza Prima dan kepuasan pelanggan terhadap loyalitas pelanggan bengkel Ahass Monza Prima. Pengolahan data dilakukan dengan pendekatan korelasi *product-moment* dari Karl Pearson.

Berdasarkan analisis yang dilakukan diambil kesimpulan bahwa terdapat hubungan yang signifikan antara citra bengkel Ahass Monza Prima dengan loyalitas pelanggan bengkel Ahass Monza Prima, terdapat hubungan yang signifikan antara kepuasan dengan loyalitas pelanggan, dan secara bersama-sama terdapat hubungan yang signifikan pula antara citra bengkel Ahass Monza Prima, kepuasan pelanggan dan loyalitas pelanggan.

ABSTRACT

AN ANALYSIS ON THE RELATIONSHIPS BETWEEN PRODUCT IMAGE, SATISFACTION AND CONSUMER LOYALTY OF AHASS REPAIR OUTLET

*A case study on Ahass Monza Prima Repair shop No.2592
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This research aims to know: 1) the relationship between the image of Ahass Monza Prima repair shop and the customers' loyalty, 2) the relationship between customers' satisfaction and customers' loyalty, and 3) the relationship between the image of Ahass Monza Prima repair outlet, the customers' satisfaction and the loyalty of Ahass Monza Prima repair outlet customers.

In this research the writer collects data through interview, questionnaires, and observation. The technique that is used in this analysis is associative analysis technique. This kind of technique is used by the writer to present the relationship between the image of Ahass Monza Prima repair outlet and the customers' loyalty, the relationship between the customers' satisfaction and the customers' loyalty, and the relationship between the image of Ahass Monza Prima repair outlet customers' satisfaction and the loyalty of Ahass Monza Prima repair outlet. The data is analyzed using *product-moment* correlation by Karl Pearson.

Results showed that: 1) there is a significant relationship between the image of Ahass Monza Prima repair outlet and customers' loyalty, 2) there is a significant relationship between customers' satisfaction and the customers' loyalty, and 3) there is a significant relationship between the image of Ahass Monza Prima repair shop, customers' satisfaction, and customers' loyalty.