

ABSTRAK

ANALISIS HUBUNGAN ANTARA KEPUASAN KONSUMEN DENGAN LOYALITAS KONSUMEN DALAM PEMBELIAN TIKET PESAWAT DI TRAVEL AGENT

Studi Kasus Pada Travel Agent Bengkulu Ite Bengkulu

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen yang membeli tiket pesawat di travel agent Bengkulu Ite dan bagaimana kepuasan konsumen serta untuk mengetahui apakah ada hubungan kepuasan konsumen dengan loyalitas konsumen.

Penelitian ini adalah penelitian lapangan yaitu dengan mengadakan survey terhadap konsumen Bengkulu Ite. Analisis kuantitatif yang digunakan adalah analisis *Rank Spearman* untuk menguji apakah ada hubungan antara kepuasan konsumen dengan loyalitas konsumen.

Hasil penelitian menunjukkan bahwa konsumen yang merasa sangat puas ada 11 orang konsumen (13,75%), konsumen yang merasa puas ada 60 orang konsumen (75%) dan konsumen yang merasa kurang puas ada 9 orang konsumen (11,25%). Konsumen yang merasa sangat puas disebabkan karena kinerja pelayanan telah melebihi apa yang mereka harapkan, konsumen yang merasa puas disebabkan karena kinerja pelayanan telah sesuai dengan apa yang mereka harapkan dan konsumen yang merasa kurang puas disebabkan karena kinerja pelayanan belum sesuai dengan apa yang mereka harapkan.

Hasil pengujian analisis korelasi Rank Spearman pada permasalahan ketiga menunjukkan hasil perhitungan statistik lebih kecil daripada harga t tabel pada taraf signifikansi 5% yaitu $0,72 < 0,05$ yang berarti terdapat hubungan yang signifikan antara kepuasan konsumen dengan loyalitas konsumen. Hubungan ini bersifat positif yaitu semakin tinggi tingkat kepuasan konsumen maka semakin tinggi juga tingkat loyalitas konsumen.

ABSTRACT

AN ANALYSIS ON THE CORELATION BETWEEN CONSUMER SATISFACTION AND LOYALTY AT THE TRAVEL AGENT A Case Study At The Purchase Of Flight Ticket At Bengkulu Ite Travel Agent, Bengkulu

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The research aimed to know the characteristic of consumers who bought flight ticket at Travel Agent Bengkulu Ite, the level of consumers satisfaction and the correlation between the satisfaction and loyalty of the consumers.

The research was a field research surveyed the consumers of Bengkulu Ite. The quantitative analysis used *Rank Spearman* analysis to measure the satisfaction and loyalty correlation of the consumer.

The result pointed that 11 (13,75%) respondents were very satisfied, 60 (75%) respondents were satisfied, and 9 (11,25%) of them were not satisfied. The consumers were very satisfied when the performance of the travel agent exceeded their expectation. The consumers were satisfied when the performance of the travel agent was just the same as what the consumers expected. However, the consumers were not satisfied when the performance of the travel agent was far from what the consumers expected.

The correlation test of *Rank Spearman* analysis at the third case pointed more or less of the statistic result in t table value at the significant level of 5% of $0,72 < 1,665$, means that it did not have the significant correlation between the satisfaction and loyalty of the consumers. It implied that the level of satisfaction and the loyalty of the consumers was not caused by the service only but also by other factors such as facilities and the strategic place that also have the effect in creating the satisfaction and loyalty of consumers.