

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KESETIAAN KONSUMEN TERHADAP LAYANAN JASA BENGKEL

Studi Kasus Terhadap Layanan Jasa Bengkel PT. Nasmoco
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Tujuan penelitian ini adalah untuk mengetahui apakah faktor-faktor yang mempengaruhi kesetiaan konsumen yaitu *satisfaction*, *habitual behaviour*, *commitment*, *liking of the brand* terbukti berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang.

Penelitian studi kasus ini dilaksanakan di bengkel PT. Nasmoco Jl. Raya Kaligawe Km 5 Semarang, pada bulan November sampai dengan Desember 2004 dengan populasi sejumlah 324 orang responden, dengan sampel sejumlah 100 orang responden. Teknik pengambilan sampelnya dengan *purposive sampling methods* yaitu mengambil orang-orang yang terpilih betul oleh peneliti menurut ciri khusus yang dimiliki oleh sampel itu, yaitu responden yang lebih dari satu kali menggunakan jasa bengkel PT. Nasmoco Jl. Raya Kaligawe Km 5 Semarang. Metode yang digunakan untuk mengumpulkan data adalah kuesioner, dokumentasi, dan wawancara.

Pengujian hipotesis dilakukan dengan analisis korelasi *product moment* dan analisis regresi linier berganda dengan taraf signifikansi 5%. Hasil penelitian menunjukkan bahwa :

1. *Satisfaction* berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang. ($r_{hit} = 0,477 > r_{tab} = 0,133$).
2. *Habitual behaviour* berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang. ($r_{hit} = 0,355 > r_{tab} = 0,133$).
3. *Commitment* berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang. ($r_{hit} = 0,401 > r_{tab} = 0,133$).
4. *Liking of the brand* berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang. ($r_{hit} = 0,420 > r_{tab} = 0,133$).

5. *Satisfaction, habitual behaviour, commitment, liking of the brand* secara bersama-sama berpengaruh secara positif dan signifikan antara terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang. ($F_{hit} = 19,570 > F_{tab} = 2,467$).

Secara umum dapat dikatakan bahwa faktor-faktor yang mempengaruhi kesetiaan konsumen yaitu *satisfaction, habitual behaviour, commitment, liking of the brand* terbukti berpengaruh secara positif dan signifikan terhadap kesetiaan konsumen pengguna jasa bengkel PT. Nasmoco Kaligawe Semarang.

ABSTRACT

AN ANALYSIS OF FACTORS AFFECTING CONSUMERS' LOYALTY TOWARD AUTO REPAIR SHOP SERVICES

A Case Study: Auto Repair Shop of "PT. Nasmoco" Services
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The objective of this research was to discover whether or not the factors affected consumers loyalty such as *satisfaction*, *habitual behaviour*, *commitment*, *liking of the brand*, were proven to have positive and significant influence on the consumers' loyalty in employing services from auto repair shop of "PT. Nasmoco", Kaligawe Semarang.

This case study-based research was carried out in auto repair shop of "PT. Nasmoco", Jl. Raya Kaligawe Km 5 Semarang from November to December 2004 and was dealing with a population comprising 324 respondents to draw as many as 100 individuals out of it as the sample of the research. To select the sample, the purposive sampling method was employed. This method assigned the researcher to pick out specific respondents that were selected according to certain characteristics, which were respondents who hired services from auto repair shop of "PT. Nasmoco" Jl. Raya Kaligawe Km 5 Semarang more than once. The method to collect the data was questionnaire, documentation, and interviews.

The hypothesis was tested using product moment correlation analysis and multiple linear regression with significance level of 5%. The result of the research showed that:

1. *Satisfaction* had positively and significantly influenced the loyalty of consumers of auto repair shop services of "PT. Nasmoco" Kaligawe Semarang ($r_{hit} = 0,477 > r_{tab} = 0,133$).
2. *Habitual behaviour* had positively and significantly influenced the loyalty of consumers of auto repair shop services of "PT. Nasmoco" Kaligawe Semarang ($r_{hit} = 0,355 > r_{tab} = 0,133$).
3. *Commitment* had positively and significantly influenced the loyalty of consumers of auto repair shop services of "PT. Nasmoco" Kaligawe Semarang ($r_{hit} = 0,401 > r_{tab} = 0,133$).
4. *Liking of the brand* had positively and significantly influenced the loyalty of consumers of auto repair shop services of "PT. Nasmoco" Kaligawe Semarang ($r_{hit} = 0,420 > r_{tab} = 0,133$).

5. *Satisfaction, habitual behaviour, commitment, and liking of the brand* simultaneously had positively and significantly influenced the loyalty of consumers of auto repair shop services of “PT. Nasmoco” Kaligawe Semarang ($F_{hit} = 19,570 > F_{tab} = 2,467$).

Broadly speaking, it is concluded that the factors influenced consumers' loyalty such as *satisfaction, habitual behaviour, commitment, liking of the brand* are proven to have positive and significant influence toward the loyalty of consumers of auto repair shop services of “PT. Nasmoco”, Kaligawe Semarang.