

ABSTRAK

**PENGARUH KARAKTERISTIK WIRANIAGA DAN KARAKTERISTIK HUBUNGAN WIRANIAGA TERHADAP LOYALITAS PELANGGAN DENGAN KUALITAS HUBUNGAN SEBAGAI PEMEDIASI**

Studi Kasus Pada Pelanggan Produk Kecantikan Avon Surakarta

Anasthasia Eiliyanti  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk menguji dan menganalisis: 1) pengaruh Karakteristik Wiraniaga dan Karakteristik Hubungan Wiraniaga terhadap Kualitas Hubungan, 2) pengaruh Kualitas Hubungan terhadap Loyalitas Pelanggan, 3) pengaruh Karakteristik Wiraniaga dan Karakteristik Hubungan Wiraniaga terhadap Loyalitas Pelanggan, 4) pengaruh Mediasi Kualitas Hubungan terhadap hubungan antara Karakteristik Wiraniaga dan Karakteristik Hubungan Wiraniaga dengan Loyalitas Pelanggan.

Penelitian ini dilaksanakan di Surakarta pada bulan Juli sampai Agustus 2005. Populasi dalam penelitian ini adalah seluruh pelanggan produk kecantikan AVON Surakarta. Sampel dalam penelitian ini adalah pelanggan produk kecantikan AVON sejumlah 50 orang. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kusioner dan dokumentasi. Data dianalisis dengan menggunakan teknik analisis regresi ganda 2 prediktor dan analisis sederhana dengan taraf signifikan 5%. Selanjutnya untuk mencari pengaruh mediasi digunakan *Path Analysis*. Teknik analisis regresi ganda 2 prediktor digunakan untuk menguji hipotesis pertama dan hipotesis ketiga, teknik analisis regresi sederhana digunakan untuk menguji hipotesis kedua, sedangkan untuk menguji hipotesis keempat digunakan *Path Analysis*.

Berdasarkan analisis regresi ganda 2 prediktor, analisis linier sederhana dan *Path Analysis*, hasil penelitian menunjukkan bahwa: 1) terdapat pengaruh positif dan signifikan Karakteristik Wiraniaga dan Karakteristik Hubungan Wiraniaga secara bersama-sama terhadap Kualitas Hubungan ( $\beta_{KW}$ : 0,443;  $\rho_{KW}$ : 0,000 dan  $\beta_{KHW}$ : 0,533;  $\rho_{KHW}$ : 0,000), 2) terdapat pengaruh positif dan signifikan Kualitas Hubungan terhadap Loyalitas Pelanggan ( $\beta_{KH}$ : 0,865;  $\rho_{LP}$ : 0,000), 3) terdapat pengaruh positif dan signifikan Karakteristik Wiraniaga dan Karakteristik Hubungan Wiraniaga secara bersama-sama terhadap Loyalitas Pelanggan ( $\beta_{KW}$ : 0,503;  $\rho_{KW}$ : 0,000 dan  $\beta_{KHW}$ : 0,302;  $\rho_{KHW}$ : 0,040), dan 4) terdapat pengaruh mediasi Kualitas Hubungan terhadap hubungan Karakteristik Wiraniaga dan Karakteristik hubungan Wiraniaga dengan Loyalitas Pelanggan, ditunjukkan dengan besarnya pengaruh tidak langsung (0,844) lebih besar dibandingkan pengaruh langsung (0,805).

**ABSTRACT**

**THE INFLUENCES OF SALESWOMEN'S CHARACTERISTICS AND  
SALESWOMEN'S RELATION CHARACTERISTICS TOWARD  
CUTOMER LOYALTY WITH THE RELATION QUALITY AS  
MEDIATOR.**

A Case Study on Customers of Avon Beauty Product Surakarta Branch

**Anasthasia Eiliyanti.  
University Sanata Dharma  
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This aims of this research were to test and analyze 1) the influence of characteristics of saleswomen's and saleswomen's relation characteristics toward relation quality 2) the influence of relation quality to customer loyalty 3) the influence of saleswomen's characteristics and saleswomen's relation characteristics to customer loyalty 4) the influence of media relation quality between saleswomen's characteristics and relation characteristics of Saleswomen's toward customer loyalty.

This research was carried out in Surakarta from July to August 2005. The population in this research was all customers of AVON beauty product Surakarta branch. The sample in this research was 50 customers of AVON beauty product. The sample collecting technique used was *accidental sampling*. The data collecting technique were questionnaire and documentation. The data were analyzed by using *double regression 2 simple predictor analysis* with the level of significancè 5%. To look for the influence of media, *path analysis* was used. The *double regression 2 predictors* technique was used to test the first hypothesis and third hypothesis; *regression analyze* technique was moderately used to test the second hypothesis, while to test the fourth hypothesis *path analysis* was used.

Based on *double regression analysis 2 predictor, moderate linear analysis and path analysis*, the results of the research showed:1) there were positive and significant influences of saleswomen's characteristics and saleswomen's relation characteristics simultaneously toward relation quality ( $\beta_{KW}$ : 0,443;  $\rho_{KW}$ : 0,000 and  $\beta_{KHW}$ : 0,533;  $\rho_{KHW}$ : 0,000), 2) there were positive and significant influence of relation quality toward customer loyalty ( $\beta_{KH}$ : 0,865;  $\rho_{LP}$ : 0,000), 3) there were positive and significant of saleswomen's characteristics and saleswomen's relation characteristics simultaneously toward customer loyalty ( $\beta_{KW}$ : 0,503;  $\rho_{KW}$ : 0,000 and  $\beta_{KHW}$ : 0,302;  $\rho_{KHW}$ : 0,040), and 4) there was a mediator influence of quality relation toward saleswomen's characteristics and saleswomen's relation characteristics toward customer loyalty, shown by the level of indirect influence ( 0,844) which was bigger then direct influence ( 0,805).