HUBUNGAN ANTARA DIMENSI-DIMENSI KEPUASAN PELAYANAN DENGAN LOYALITAS MEREK DARI KONSUMEN MAHASISWA DI KEDAI MIE AYAM PALEMBANG AFUI

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ABSTRAK

Penelitian ini bertujuan untuk melihat hubungan antara dimensi-dimensi Kepuasan Pelayanan dan Loyalitas Merek dari konsumen mahasiswa di Kedai Mie Ayam Palembang Afui. Subjek dalam penelitian ini adalah konsumen mahasiswa dari Kedai Mie Ayam Palembang Afui yang sudah pernah membeli minimal lima kali dan berusia 18-25 tahun dengan jumlah subjek 222 orang. Hipotesis dalam penelitian ini adalah ada hubungan positif antara masing-masing dimensi Kepuasan Pelayanan dan Loyalitas Merek. Data diambil dengan menggunakan Skala Kepuasan Pelayanan yang terdiri dari 5 dimensi dan Skala Loyalitas Merek menggunakan teknik Likert. Reliabilitas dari Skala Kepuasan Pelayanan yang terdiri dari dimensi *Tangibles* α = 0,831, dimensi *Reliability* α = 0,773, dimensi *Responsiveness* α = 0,840, dimensi *Assurance* α = 0,850, dan dimensi *Empathy* α = 0,740 dan Reliabilitas Skala Loyalitas Merek adalah α = 0,930. Analisis data dengan menggunakan teknik *Spearman Rho Correlation* menunjukkan: 1)Terdapat hubungan positif signifikan dengan kategori cukup antara dimensi *Tangibles* dan Loyalitas Merek (r = 0,331, p=0,000). 2)Terdapat hubungan positif signifikan dengan kategori cukup antara dimensi *Reliability* dan Loyalitas Merek (r = 0,386, p=0,000). 3)Terdapat hubungan positif signifikan dengan kategori cukup antara dimensi *Responsiveness* dan Loyalitas Merek (r = 0,420, p=0,000). 4)Terdapat hubungan positif signifikan dengan kategori cukup antara dimensi *Assurance* dan Loyalitas Merek (r = 0,431, p=0,000). 5)Terdapat hubungan positif signifikan dengan kategori cukup antara dimensi *Empathy* dan Loyalitas Merek (r = 0,280, p=0,000).

Kata kunci : dimensi-dimensi kepuasan pelayanan, kepuasan pelayanan, loyalitas merek, konsumen mahasiswa

THE CORRELATION BETWEEN DIMENSIONS OF SERVICE SATISFACTION AND THE BRAND LOYALTY OF STUDENT CONSUMER AT KEDAI MIE AYAM PALEMBANG AFUI

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ABSTRACT

The aim of this research was to examine the correlation between the five dimensions of service satisfaction and the brand loyalty of consumer at Kedai Mie Ayam Palembang Afui. 222 college students were asked to fill Service Satisfaction Questionnaire and Brand Loyalty Questionnaire. The criterion of the subject is college students (18-25 years old) that had bought the product at least five times. The hypothesis was there are positive correlation between all the dimensions of service satisfaction and the brand loyalty of consumer at Kedai Mie Ayam Palembang Afui. The reliability of Service Satisfaction Questionnaire were (1)Tangible dimension was 0.831; (2)Reliability dimension was 0.733; (3)Responsiveness dimension was 0.840; (4)Assurance dimension was 0.850; (5)Empathy dimension was 0.740. Meanwhile, the reliability of Brand Loyalty Questionnaire was 0.930. Using correlation Spearman Rho showed that (1)there was significant positive correlation with sufficient category between tangibles dimension and brand loyalty ($r = 0.331$, $p=0,000$); (2)there was significant positive correlation with sufficient category between reliability dimension and brand loyalty ($r = 0.386$, $p=0,000$); (3)there was significant positive correlation with sufficient category between responsiveness dimension and brand loyalty ($r = 0.420$. $p=0,000$); (4)there was significant positive correlation with sufficient category between assurance dimension and brand loyalty ($r = 0.431$, $p=0,000$); (5)there was significant positive correlation with sufficient category between Empathy and brand loyalty ($r = 0.280$, $p=0,000$).

Keyword : dimensions of service satisfaction, service satisfaction, brand loyalty, student