

ABSTRAK

HERTANTO TANATA. *Analisis Kepuasan Pelanggan dan Loyalitas Merek atas Jasa dan Barang Pada PT. MIF Jakarta* (Dibimbing oleh Drs. Husein Umar, MBA).

Penelitian ini bertujuan untuk mengetahui kualitas jasa dan barang, loyalitas merek dan hubungan antara kepuasan jasa dan barang dengan tingkat loyalitas merek serta hubungan antara kualitas jasa dengan kualitas barang PT. MIF Jakarta.

Kualitas suatu produk baik berupa barang maupun jasa perlu ditentukan melalui dimensi jasa seperti *Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics, Fit and finish* dan dimensi barang seperti *Reliability, Responsiveness, Assurance, Emphaty* dan *Tangible*. Dalam kaitannya dengan *brand loyalty* suatu produk, didapati adanya beberapa tingkatan *brand loyalty* seperti *Switcher, Habitual buyer, Satisfied buyer, Likes the brand* dan *Committed buyer*.

Dalam penelitian ini jenis data yang dikumpulkan adalah data primer dan data sekunder yang bersifat kualitatif maupun kuantitatif. Dengan jumlah populasi 270 responden dengan tingkat error 5% maka dari hasil perhitungan tersebut didapatkan sampel sejumlah 161.19 responden, dibulatkan menjadi 162 responden dan penentuan jumlah sampel memakai rumus Slovin. Area para responden hanya berada pada daerah Jakarta. Metode analisis yang dipakai adalah analisis deskriptif kuantitatif, regresi linear berganda dan rank spearman.

Hasil penelitian ini menunjukkan : (1) kualitas jasa PT. MIF Jakarta menunjukkan kategori cukup baik dengan skor rata-rata 3,11, (2) kualitas barang PT. MIF Jakarta menunjukkan kategori cukup baik dengan skor rata-rata 3,22, (3) tingkat loyalitas merek pelanggan PT. MIF berada pada posisi *satisfied buyer* sebesar 31,47%, (4) dengan uji Anova atau F test, didapat F hitung adalah 1,244 dengan tingkat signifikansi 0,29 dan mempunyai persamaan regresi $Y = 1,95 + 0,224X_1 + 0,511 X_2$ dan (5) terdapat hubungan yang signifikan antara kualitas jasa yang diberikan dengan kualitas barang sebesar 0,791.

Hasil penelitian ini diharapkan sebagai bahan masukan bagi manajemen PT. MIF Jakarta sebagai penyedia jasa teknologi informasi (TI) dalam rangka meningkatkan kualitas jasa dan barang serta loyalitas merek terhadap pelanggan.

ABSTRACT

HERTANTO TANATA. Customer Satisfaction and Brand Loyalty Analysis for goods and services of PT. MIF Jakarta (Under the supervision of Drs. Husein Umar, MBA).

This research was attempt to study goods and services quality, brand loyalty and correlation between goods quality and services quality of PT. MIF Jakarta.

Quality of product which can be good or services need determined by services dimension like performance, features, reliability, conformance, durability, serviceability, aesthetics, fit and finish and for good dimension like reliability, responsiveness, assurance, empathy and tangible. In its correlation with brand loyalty of the product that have some level brand loyalty as follow switcher, habitual buyer, satisfied buyer, likes the brand and committed buyer.

Kind of data for this research which collected was primary and secondary data that trait qualitative and quantitative. The population in this research consisted of 270 respondent with error level 5% then the result from this counting was 161,19 respondent rounded to 162 respondent. This research using Slovin Method to count consumer sampling 162 respondent. Coverage are is only on Jakarta. Analysis method were used descriptive statistic, double linear regression and Rank Spearman in this research.

The result of this research were :(1) PT. MIF services quality show good enough category with average score 3,11, (2) PT. MIF goods quality show good enough category with average score 3,22, (3) level of customer brand loyalty PT. MIF was 31,47% on satisfied buyer position, (4) with ANOVA and F-Test got 1,244 with significant level is 0,29 and have regression equation $Y = 1,95 + 0,224 X_1 + 0,511 X_2$ and (5) there is a significant correlation between service quality and goods quality as much as 0,791.

The result of this research can be used for management input PT. MIF as information technology provider in order to improve services and goods quality and also brand loyalty to customer.