

## ABSTRAK

BUDI SETYA. *Pengaruh Tingkat Persaingan antar Pemasok dan Loyalitas Pelanggan terhadap Kepekaan Harga pada Pelanggan PT. Garuda Metalindo* (dibimbing oleh Tumari Jatileksono).

Pelanggan yang loyal akan rela untuk membayar lebih mahal (memiliki kepekaan terhadap perubahan harga yang rendah). Namun seiring dengan meningkatnya persaingan di industri mur dan baut, maka perlu dipertimbangkan pengaruh tingkat persaingan terhadap kepekaan harga, untuk kemudian dipergunakan untuk indikasi penerapan strategi *pricing* yang tepat. Karena untuk menerapkan strategi *pricing* yang efektif perlu dipertimbangkan bagaimana tingkat kepekaan harga (*price sensitivity*).

Dalam penelitian ini diidentifikasi bagaimana pengaruh loyalitas pelanggan terhadap kepekaan harga, kemudian bagaimana pengaruh tingkat persaingan antar pemasok terhadap kepekaan harga. Serta variabel yang lebih dominan berpengaruh terhadap kepekaan harga.

Dimensi yang dipergunakan untuk mengukur kepekaan terhadap harga, terdiri dari sembilan hal yang mempengaruhi yaitu *the reference price effect, difficult comparison effect, switching cost effect, price-quality effect, expenditure effect, end-benefit effect, shared cost effect, fairness effect, the framing effect*. Sedang untuk tingkat persaingan diukur dengan dimensi *number of competitor, high fixed cost, demand condition, supply condition, low switching cost, new entrance*.

Penelitian ini menggunakan metode analisa regresi linier berganda dengan variabel independen loyalitas pelanggan (*customer loyalty*) dan tingkat persaingan (*degree of competition*) serta variabel dependen kepekaan terhadap harga (*price sensitivity*). Dimana pengukuran kepekaan terhadap harga (*price sensitivity*) menggunakan metode *psychometric* (berdasarkan pendapat pelanggan) dengan skala *Likert* lima point yang diterapkan untuk pelanggan perusahaan yang menggunakan produk PT. Garuda Metalindo secara langsung. Pengumpulan data menggunakan kuesioner yang disebarakan menggunakan metode *purposive sampling* dengan jumlah responden yang diteliti 125 responden.

Dari hasil penelitian ini terbukti signifikan bahwa loyalitas pelanggan (*customer loyalty*) berpengaruh negatif terhadap kepekaan harga (*price sensitivity*), sedangkan tingkat persaingan (*degree of competition*) mempunyai pengaruh positif terhadap kepekaan harga (*price sensitivity*). Besarnya pengaruh loyalitas pelanggan ternyata lebih besar dibandingkan pengaruh tingkat persaingan antar pemasok.

Diharapkan penelitian ini bisa menjadi masukan lebih lanjut bagi perusahaan dalam menerapkan kebijakan perusahaan serta strategi *pricing* yang tepat, setelah mengetahui seberapa tingkat loyalitas pelanggan (*customer loyalty*) dan menyadari semakin tingginya tingkat persaingan (*degree of competition*) antar pemasok, serta seberapa tinggi kepekaan terhadap harga (*price sensitivity*) dari pelanggan.

## ABSTRACT

BUDI SETYA. *The Affect of the Degree of Competition among Suppliers and Customer Loyalty on the Customer Price Sensitivity of the PT. Garuda Metalindo* (guided by Tumari Jatileksono).

No matter for the loyal customer to pay for more expensive (it means they have low sensitivity to the price). While the increasing of rivalry in bolt and nut industries especially, it means that importance to consider the affection of the *degree of competition* to the customer price sensitivity and further used for effective pricing strategy implementation. Because of implement the effective pricing strategy, it is importance to consider the *customer price sensitivity*.

In this research, to be identified how the *customer loyalty* affect to *customer price sensitivity*, and also how the *degree of competition* (rivalry) among the suppliers affect to *customer price sensitivity*. And which the independent variable that more dominant to affect to the *customer price sensitivity*.

The dimensions that used for measure the *customer price sensitivity* are nine 'effects' that influence it, that are *the reference price effect, difficult comparison effect, switching cost effect, price-quality effect, expenditure effect, end-benefit effect, shared cost effect, fairness effect, the framing effect*. For the *degree of competition* is measured by the dimensions *number of competitor, high fixed cost, demand condition, supply condition, low switching cost, new of entrance*.

It is used the multiple linear regression method with independent variable customer loyalty and *degree of competition*, further the dependent variable is *customer price sensitivity*. Measurement method for measure the *customer price sensitivity* is *psychometric method* (based on the customer preference or intention) with five *Likert* scale that implement to 'company customer' which use the PT. Garuda Metalindo's product directly. Data collecting use the questioner, and to be distributed by *purposive sampling method*. The number of analyzed data are 125's from respondents.

Research result it is proved significantly that *customer loyalty* negatively affect to *price sensitivity*, in otherwise the *degree of competition* affect to *price sensitivity* positively. And affection of the *customer loyalty* is higher than the affection of *degree of competition* among the suppliers to *customer price sensitivity*.

It is hopeful of this research is able to be reference to the company on implement the company policy especially the pricing strategy, after know the level of *customer loyalty* and aware about the level of *degree of competition* among the suppliers, by understanding about the level of *customer price sensitivity*.