

ABSTRAK

Penelitian ini mengukur pengaruh kualitas relasional terhadap loyalitas pelanggan di moderasi oleh persepsi harga. Objek dari penelitian ini adalah pelanggan business to business PT Hendrika Wira Sarana. Tujuan penelitian ini adalah mengetahui pengaruh Kualitas relasional terhadap Loyalitas konsumen PT Hendrika Wira Sarana dan mengetahui pengaruh persepsi harga terhadap Kualitas relasional dan Loyalitas Pelanggan PT Hendrika Wira Sarana. Metode analisis data dalam penelitian menggunakan metode regresi linear berganda Hasil penelitian ini menunjukkan bahwa terdapat kualitas relasional terhadap loyalitas pelanggan HWS dalam menjual kertas struk, jadi dengan adanya hubungan kualitas relasional yang aktif membuat pelanggan HWS loyal terhadap produk perusahaan terutama kertas struk. Hasil penelitian selanjutnya menunjukkan bahwa pengaruh persepsi harga pelanggan terhadap hubungan kualitas relasional dan loyalitas pelanggan adalah berpengaruh tetapi pengaruh yang melemahkan, sehingga dapat dikatakan persepsi harga mempengaruhi secara negatif terhadap kedua hubungan variabel tersebut.

Kata Kunci: Kualitas Relasional, Harga Kertas Struk, Loyalitas, Pasar Bisnis

ABSTRACT

This study investigates the effect of relationship quality on customer loyalty by price perception. The objects of this study were the customers of business to business PT Hendrika Wira Sarana. The purpose of this study was to determine the effect of relationship quality on consumer loyalty and the effect of price perception on relationship quality and customer loyalty of PT Hendrika Wira Sarana. Method of data analysis used multiple regression linear. The result of this study showed that there was relationship quality on customer loyalty of HWS in selling receipt paper, so through the relation of relationship quality makes the customers of HWS become loyal to product of company especially receipt paper. Next result showed that there was the effect of customer price perception on the relation of relationship quality and customer loyalty but that effect was weaken, so we can say that there was negative effect of price perception on those two variables.

Key words: Relationship Quality, Price Paper Roll, Loyalty, Business Market.