ABSTRACT

GADIS KHASANAH SUHARTONO. Satisfaction Analysis and Its Effect on Customer Loyalty of the TX Travel Bogor Services. Under direction of SRI HARTOYO and M.D. DJAMALUDIN.

The objectives of this study are to find out service dimension effect towards satisfaction and customer loyalty of the TX Travel Bogor, to know satisfaction level and customer loyalty in TX Travel Bogor, to formulate managerial implication related to service quality improvement of the TX Travel Bogor. Data was collected from 120 respondents who had used any of the TX Travel’s services in the past year. Primary data was gathered using survey method through questionnaire, whereas sample was selected using convenience sampling (non probability sampling). Structural Equation Modeling (SEM) was used to know the influence of the SERVQUAL dimensions toward overall satisfaction and loyalty. Customer Satisfaction Index (CSI) and Customer Loyalty Index (CLI) were used to measure satisfaction and loyalty. Merit attributes grouped in five dimensions of service have given a real effect on customer satisfaction and loyalty, with the tangible dimension as the greatest effect. Customers’ level of satisfaction shows that customers are already in the satisfaction criteria, and customers’ level of loyalty also shows that customers are already in the loyalty criteria. Managerial implication of the study is ready as information that can be used by management to improve and maintain the existing service quality so customers become very satisfied and loyal to the company.

Keywords: Satisfaction, Loyalty, SERVQUAL, Structural Equation Modeling, CSI, CLI, TX Travel Bogor.