SUMMARY

AGUNG WIBOWO. Analysis Of Consumer’s Satisfaction and Loyalty Toward Service Of Natural Stone Retailing in CV Ramuan. Supervised by KIRBRANDOKO and LUKMAN M BAGA.

According to BPS (2013) in 2012 there was an increase in the growth rate of real estate, finance and business services at 7.15%. This increase led increased growth in the property business, the increase also requires materials that support the aesthetic elements of the building. The natural stone currently have fairly high economic value. Natural stone growth also causes an increase in the competitors. Due to this tighter competition, CV Ramuan (one of natural stone retailers) needs to understand consumer expectation in attempt to win business competition. The level of satisfaction and loyalty of consumers is one of the efforts to improve its performance in 2007 after the company moved its business locations from the previous locations from the previous location in MT. Haryono 42 to its new location in Tanjung Barat 83, South Jakarta.

This research has the following goals: (1) Analyzing the level of satisfaction of services at this time. (2) Knowing the expectations of the consumers that affect customer satisfaction against CV. Ramuan. (3) Formulating proposed improvements that can increase the quality of service based on current levels of satisfaction and the factors that influence customer satisfaction CV. Ramuan. This research using primary data and secondary data. The survey was conducted in March and April 2013, using non-probability sampling method with sampling techniques of purposive sampling-taking. Responses of questionnaire, distributed to the 113 respondents, were then processed with SEM, Diagonal Split, Customer Satisfaction Index (CSI), Customer Loyalty Index (CLI), and be descriptively interpreted as the consumers of CV Ramuan.

Descriptive analysis aims to get the characteristics of respondents. Diagonal Split aims to get an overview of current performance against the expectation of the consumer. SEM analysis of the modeling aim to make the extent of the level of influence each of the attributes to the increased value of satisfaction. So expect to correlate it will be able to complement each other. CSI aims to obtain an overall satisfaction level when this research was conducted. The CLI aims to achieve levels of consumer loyalty. The expected loyalty is that the respondents are willing to recommend the purchase of natural stone from CV Ramuan to others, so it is expected to further boost the company’s revenue.

From consumer response on CSI, 63% of the respondents felt quite happy with the services they receive. And, the response on CLI (measurement on consumer willingness to recommend against others) amounted to 94%. Analysis of Diagonal Split get that only the availability of spacious parking area (over service) and the operational time (under service) approach to the line of efficient service, whereas variables furthest from the efficient service which is the company’s lack of responsiveness to complaints and in-time delivery. SEM analysis described that variable indicator affect the value of customer satisfaction. Servqual dimensions bring variables of consumer satisfaction as follows: Tangible effect of 0.089, reliability effect of 0.118, responsiveness effect of 0.125, assurance effect of 0.117, and empathy effect of 0.137. Those coefficient values
The variable value of providing consumer with input/recommendation for natural stone selection was the highest (0.105), followed by variable of ease in making transactions amounted to 0.103, then the variable of price in relation with product quality which is of 0.096. Variable for providing input/recommendation to the consumer can be done by educating employees and improve the response time to consumers. Ease of making transaction variable can be done by adding services of e-banking and better payment term. Variable of price in term of quality and type of natural stones so that the consumer feels what they receive as they paid for.