SUMMARY


The competition in the independent surveyor service industry in Indonesia in the future is very challenging. The service industry currently protected by the government with the implementation of restrictions on the activities of foreign surveyor service companies to operate in Indonesia as stated in the Negative List of Investment, but in the near future the inspection services will be open to foreign companies. This study aimed to develop a model of Customer Loyalty in professional services, especially in the coal independent surveyor service industries in Indonesia by using the perspective of Relationship Marketing.

Scope of service activities are independent surveyor on inspection and testing of coal are traded between sellers and buyers for export purposes. Research conducted on independent surveyor service users in particular coal mining companies as producers, exporters and traders. Testing the hypothesis made on the relationship between 13 variables to customer loyalty. Data compiled from 200 questionnaires completed by 93 respondens of corporate decision-makers from 51 exporters and coal trading company in Indonesia and analyzed using the Structural Equation Model (SEM).

In line with previous studies associated with maintaining relationships with customers, argued that the relationship marketing in B2B professional services industries have complex problems in the relationship between service providers and their clients in order to build long-term relationships. It was also found that the adoption of a relationship marketing strategy can play a role for long-term success of the business which is the outcomes of the relationship marketing is a Customer Loyalty, Customer Lifetime Value (CLV) or Customer Portfolio.

The results of the study showed that the main factor that strengthens the relationship between the service provider and the customer is Customer Satisfaction. However, other factors also have a contribution in building Customer Loyalty. Customer Loyalty in professional service firms are also influenced by Switching Barrier, Relationship Bond, Trust and Information Sharing with different contributions. Customer Characteristic does not effect on Customer Loyalty. Furthermore, Customer Satisfaction is influenced by Perceived Quality, Perceived Value and Customer Expectation, while Perceived Quality influenced by Reliability, Assurance, Responsiveness and Empathy with different contributions. Empathy in this study is very small influence on the Perceived Quality considering this is a Business to Business (B2B) relationship. Suggestions for future studies is that trust, information sharing and customer characteristic, needs to be studied more in depth to determine its influence in building customer loyalty.

Managerial implications of this research is that an independent surveyor company should focus on the interaction and maintaining the network, integrating the factors that strengthen relationships through the integration of services
provided by the legal aspects, knowledge, technology and systems that enable customers to build relationship. In addition the company needs to consider the benefits of time (time saving) for customers, providing quality service with emphasis on reliability, assurance and value for money for the customer.

Key words: Perceived Quality, Customer Satisfaction, Information Sharing, Trust, Switching Barriers, Relationship Bonds, Customer Loyalty