



Hak cipta dilindungi Undang-Undang

© Hak cipta milik IPB tahun 2014

SUMMARY

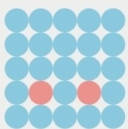
DEDY WAHYUDI. Analysis of Relationship Satisfaction and Loyalty to The Service Quality of Agriculture Tool and Machinery Testing. Supervised by HARTOYO and LILIK NOOR YULIANTI.

System standardization in testing and monitoring agricultural machinery an attempt to anticipate the increasing use of agricultural machinery who do not meet the technical eligibility standards so that it can harm the user. At this time there are many agricultural machinery from foreign and domestic cuntested ability or not in accordance with the Indonesian National Standard (SNI). Rating satisfaction plays an important rolein assessing whether or not the productor service provided by the final consumer.

Agricultural Machinery Quality Testing Center (BPMA) in terms of providing testing service was formed since the beginning until now have never done a survey of customer satisfaction. Yet over time the process, occurs complaints submitted by businesses agriculture machinery both formal forums or by letter complaint addressed directly to the BPMA.

This study examines the relationship between service quality, satisfaction and loyalty businesses that apply for testing agricultural machinery in the Ministry of Agriculture. Respondents were used in this study are the businesses that produce agricultural machinery as 88 respondents, that all respondents should be the following testing procedures from the beginning until the publication of the reportof test results. Based on the results if the data using SEM-based variant of the results showed that the quality of service (tangible, responsiveness, assurance, and empathy) significantly affects customer satisfaction to asurance the highest level of significance, as well as a significant effect of satisfaction on loyalty.

Keywords:Satisfaction, Loyalty, BPMA, Servqual, SEM



Program Pascasarjana Manajemen dan Bisnis
Institut Pertanian Bogor

MB-IPB

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruhnya karya tulis ini dalam bentuk apapun tanpa izin IPB.