ABSTRACT

The Analysis of Satisfaction and Customer Loyalty of Advertising Trubus Magazine

The objective of this research are to (1) identify the Advertising Trubus Magazine customer; (2) identify many factors that influencing customer satisfaction of advertising Trubus Magazine; (3) analyzing influencing customer satisfaction toward customer loyalty; and (4) look for alternatives to increase the customer satisfaction and customer loyalty. Data was collected from 105 respondents. The research used structural equation modelling (SEM) and the software LISREL 8.54 for the data process. The result of SEM Analysis reflected that 4 from 5 variables had significantly correlated to each dimension of servqual and it influence to customer satisfaction. Assurance was dimension that had not contribute to customer satisfaction. Satisfaction only measured through overall satisfaction then loyalty could be influence through satisfaction. Customer’s loyalty could be formed into three group, purchase intention, recomendation and demonstrates an immunity to the full of the competition. Recomendation to Trubus Magazine was pointed to empathy. Empathy could be built with many ways namely give special discount for advertising customer had made contract for long time, give special advertising at books they published, joint with Toko Trubus make advertising customer be their supplier, and make articles at magazine from the product of advertising customer.