ABSTRACT

An Analysis of Product Quality and After Sales Services Quality Influences Toward Auto2000 Customer’s Loyalty in Jakarta

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The purposes of this study are (1) to identify level of product & services quality, and level of loyalty quality, (2) to analyze which dimensions that are influencing Auto2000 customer’s loyalty in Jakarta, and (3) to formulate efforts to maintain Auto2000 customer’s loyalty. The data were collected from 160 respondents buying Toyota car in Auto2000 Jakarta and ever visiting Auto2000 Workshop. Descriptive analysis, Cluster analysis, CHAID analysis, Structural Equation Modeling and Customer Loyalty Index are used to analyze the data. The study of customer loyalty is done by constructing a hypothetical model consists of the dimensions of customer loyalty: product quality and after sales quality. The product qualities are constructing from price, image and distribution dimensions. Meanwhile after sales quality are constructing from workshop quality, spare part quality, and customer relationship management. Based on cross tabulation, each type of car has different demographic characteristics and requires different marketing approach. The result of the study showed that psycho graphically, Auto2000 customers in Jakarta are categorized into three segments: Experiencer who are trend setter, Thinker who are conservative and functional oriented, and achiever who emphasized on their prestige. The result also showed that all of dimensions have significant contribution toward customer loyalty, and after sales service quality has bigger contribution toward customer loyalty rather than product quality. Distribution has the largest contribution toward product quality whilst workshop quality has the largest contribution toward after sales service quality than other dimensions. Segment Thinker was found to be having the highest loyalty index while SUV was the type of car segment with the highest loyalty index.