INDRA BUDIANA. Satisfaction Analysis which Implicate to Customer Loyalty of Horeca (Hotel, Restaurant, and Catering) (Case Study Store-01 at PT XYZ). Supervised by MUSA HUBEIS dan SAHARA.

Increased in purchasing power of middle class in Indonesia shows a potential opportunity for retail business. In contrary, PT XYZ as one of the main players in the retail business in Indonesia faced a decrease of horeca business contribution over last three years. For this reason, there needs to be examined product and service quality attributes at PT XYZ which can increase customer satisfaction and loyalty. The objectives of this study are 1) to analyze the relationship importances of product and service quality attributes among horeca customers; 2) to measure satisfaction level of horeca customers; 3) to analyze the relationship among product and service quality attributes, satisfaction and loyalty horeca customers.

This research was conducted at Store-01 located in East Jakarta as one of 29 PT XYZ wholesale stores during July and August 2018. The selection of research location considered that Store-01 had the same problem characteristics as the conditions at the company level. Primary data collection was carried out using a questionnaire on 153 customers who were selected with convenience sampling method and proportionally so that it represented the composition of customers in the Toko-01 PT XYZ data, while secondary data was obtained from the results of previous studies, books, reports, or electronic media.

Cross Tabulation Method and Chi-Square Test are used to analyze the relationship between business types and importances of product attributes and service quality. The results of the analysis show that product attributes that have a significant relationship with the type of business are specifications (SP), quality (MP), price (HP), location (LP) and promotion (PP). The product availability attribute (KP) does not indicate a significant relationship, because this attribute is considered equally important by all types of businesses. Service quality attributes that have a significant relationship with other types of business are quality of service that is reliable, assurance and empathy. Tangible service quality attributes (availability of loading and unloading areas, transaction options at the cashier, and clean toilet conditions) and responsiveness (alertness of staf to resolve complaints and assist with demand for goods), have the same level of importance for all types of businesses or types of customers.

Important and Performance Analysis (IPA) and Customer Satisfaction Index (CSI) analysis methods are used to measure the level of satisfaction horeca customers. The analysis shows that the level of conformity between the performance of PT XYZ and the interests of customers is 83.01 percent. There are 16 attributes that have a level of suitability below 83.01 percent and its performance needs to be improved by PT XYZ. The results of IPA quadrant analysis show that attributes that have a high level of importance but low performance (Quadrant-I) and need to get the attention of PT XYZ are the availability of loading and unloading areas (MLT22), fast service when transaction (MLR26), clear price info (MLR27) and alertness of staf serving...
goods orders (MLP31). CSI calculation results of 71.07 showed that the level of customer satisfaction at Toko-01 PT XYZ was in the Satisfied category.

SEM-Partial Least Square (PLS) technique is used to analyze the relationship between product attributes and service quality with the level of satisfaction and loyalty of customers. Evaluation of the measurement model (inner model) shows that the value of factor loading of all indicators > 0.60, the value of AVE > 0.50 and the value of cross loading > 0.70 which means that all indicators / manifest can explain the construct and meet the validity requirements. Cronbach’s Alpha and Composite Reliability Value all constructs are very good, namely > 0.70 so that all construct indicators are reliable and meet reliability tests. Evaluation of the structural model (inner model) shows that the predictors of latent variables have a fairly strong (moderate) influence on the structural model. Structural model hypothesis test shows 1) Product Attribute variable has direct and positive effects on Satisfaction variable, 2) Service-Quality Attribute variable has a direct and positive influence on Satisfaction variable, 3) Product Attribute variable has a direct and positive effects on Loyalty variable, 4) Service-Quality Attribute variable HAS NOT a direct and positive influence on Loyalty variable and 5) Satisfaction variable has a real influence and positive directly towards Loyalty variable. The T-statistic value on the relationship between Service-Quality Attribute variable and Loyalty variables through mediation variables Satisfaction shows a value of 3.361, while the t-statistic value on the direct relationship between the Service-Quality Attribute with Loyalty variables only has a value of 0.546. This proves that the variable of satisfaction mediation has a strong influence to increase customer loyalty.

Managerial implications for PT XYZ is need to pay attention to differences in product and service attribute requirements, where Catering customers need more certainty of products, direct services and more personal services while Hotel_Restoran customers are very concerned about conformity of product specifications, speed of service and efficiency during shopping (segmentation strategy). PT XYZ can make the catering business type as a 'source of increased sales', while for Hotel_Restoran as a 'source of profit enhancement' (targeting strategy). The positioning strategy of PT XYZ through strengthening the company image as a provider of fresh and quality products, guarantee of food safety, as well as ease of shopping and access to store locations. Increasing customer satisfaction and loyalty can also be done through increasing the four aspects of the marketing mix (product, price, place, promotion) that are tailored to the needs and characteristics of horeca’s customers. PT XYZ is need to evaluate the effectiveness and efficiency of the promotions, and also need to conduct a customer satisfaction surveys on regular basis to increase customer satisfaction and loyalty.

Keywords: horeca, satisfaction, loyalty, product and service quality