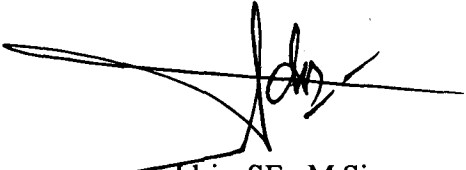


PERSETUJUAN SKRIPSI

Nama Penyusun : Agung Bhaskoro
Nomor Induk Mahasiswa : C2A005007
Fakultas/Jurusan : Ekonomi/Manajemen
Judul Skripsi : **ANALISIS PENGARUH *CUSTOMER BONDING* TERHADAP LOYALITAS KONSUMEN AHASS (Studi Kasus Pada Konsumen AHASS 0002 Kota Semarang)**
Dosen Pembimbing : Idris, SE., M.Si.

Semarang, 7 Desember 2009

Dosen Pembimbing



Idris, SE., M.Si.

NIP. 197103292000031001

ABSTRACT

This research is motivated by the interest of the success of PT. AHM Honda as the holder of aftersale-service facility of Honda's products - AHASS (Astra Honda Authorized Service Station) - in winning the competition over the non-official service stations. Interest arises because AHASS apply a higher price than non-official service stations. The success of AHASS in winning the market share is associated with Consumer Loyalty as result of the Customer Bonding activities implementation include of Awareness Bonding, Identifying Bonding, and Relationship Bonding activities by AHASS workshop.

After review the literature and formulate research hypotheses, data were collected by questionnaire method toward a hundred consumers of AHASS 0002 Semarang City. Then analyze the obtained data by both quantitatively and qualitatively methods. Qualitative analysis is the interpretation of data obtained in the field and analysis of open answers given by respondents, and the quantitative analysis include: validity and reliability test, the classic assumption test, multiple regression analysis, hypothesis testing by t test and F test, and coefficient of determination analysis (R^2).

The data that have fulfilled the validity test, reliability test, and test the classical assumption then processed to produce a regression equation as follows:

$$Y = 0.202 X_1 + 0.627 X_2 + 0.165 X_3$$

Consumer Loyalty (Y), Awareness Bonding (X_1), Identifying Bonding (X_2), and Relationship Bonding (X_3). From the results of hypothesis testing by t-test, showed that the three independent variables studied proved to significantly affect the dependent variable Consumer Loyalty. Then the F test can provide that these variables; Awareness Bonding, Identifying Bonding, and Relationship Bonding significantly able to test Consumer Loyalty variable. The Adjusted R Square mark in amount of zero point eight six four indicates that eighty six point four percent of the Consumer Loyalty variation can be influenced by all of the three independent variables in the regression equation. Whereas the remaining thirteen point six percent predicted by other variables outside the model in this study.

Keywords: Customer Loyalty, Customer Bonding, Awareness Bonding, Identifying Bonding, Relationship Bonding.

ABSTRAKSI

Penelitian ini dilatarbelakangi oleh ketertarikan akan kesuksesan PT. AHM Honda sebagai pemegang fasilitas aftersale-service produk Honda yaitu AHASS (*Astra Honda Authorized Service Station*) dalam memenangkan persaingan pasar atas bengkel-bengkel non-resmi Honda. Ketertarikan muncul karena bengkel AHASS menerapkan harga yang lebih tinggi dibandingkan dengan bengkel lain selain AHASS. Kesuksesan AHASS dalam memenangkan pasar dikaitkan dengan Loyalitas Konsumen yang disebabkan oleh penerapan aktivitas *Customer Bonding* yang terdiri dari aktivitas *Awareness Bonding*, *Identifying Bonding*, dan *Relationship Bonding* oleh pihak bengkel AHASS.

Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis penelitian, data dikumpulkan melalui metode kuesioner terhadap seratus orang konsumen bengkel AHASS 0002 Kota Semarang. Kemudian dilakukan analisis data yang diperoleh baik secara kuantitatif maupun kualitatif. Analisis kualitatif merupakan interpretasi dari data-data yang diperoleh di lapangan dan analisis jawaban terbuka yang diberikan oleh responden, sedangkan analisis kuantitatif meliputi: uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F, serta analisis koefisien determinasi (R^2).

Data-data yang telah memenuhi uji validitas, uji reliabilitas, dan uji asumsi klasik diolah sehingga dihasilkan persamaan regresi sebagai berikut:

$$Y = 0,202 X_1 + 0,627 X_2 + 0,165 X_3$$

Dimana variabel Loyalitas Konsumen (Y), *Awareness Bonding* (X_1), *Identifying Bonding* (X_2), dan *Relationship Bonding* (X_3). Dari hasil pengujian hipotesis dengan uji t menunjukkan bahwa ketiga variabel independen yang diteliti terbukti secara signifikan mempengaruhi variabel dependen Loyalitas Konsumen. Kemudian melalui uji F dapat diketahui bahwa variabel *Awareness Bonding*, *Identifying Bonding*, dan *Relationship Bonding* layak untuk menguji variabel Loyalitas Konsumen. Angka *Adjusted R Square* sebesar nol koma delapan enam empat menunjukkan bahwa delapan puluh enam koma empat persen variasi Loyalitas Konsumen dapat dipengaruhi oleh ketiga variabel independen dalam persamaan regresi. Sedangkan tigabelas koma enam persen sisanya diprediksi oleh variabel lain di luar model penelitian ini.

Kata kunci: Loyalitas Konsumen, *Customer Bonding*, *Awareness Bonding*, *Identifying Bonding*, *Relationship Bonding*.