ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatkan mobilitas masyarakat yang berdampak meningkatnya penggunaan jasa sewa kendaraan bermotor dengan alasan untuk memudahkan aktivitas-aktivitas tertentu. Demi menjaga loyalitas pelanggan, pelaku usaha layanan jasa sewa mobil setidaknya telah menerapkan strategi-strategi pemasaran, begitu juga dengan usaha Rental Mobil Arwani Cendono Kediri. Tujuan dari penelitian ini adalah mencari pengaruh terhadap loyalitas pelanggan dari aspek-aspek pemasaran yang meliputi Harga, Kualitas Produk, Kualitas Layanan dan Kepuasan pelanggan di Rental Mobil Arwani Cendono Kediri.

Rumusan masalah: 1) Apakah harga berpengaruh terhadap loyalitas pelanggan pada bisnis rental mobil Arwani?, Apakah kualitas produk berpengaruh terhadap loyalitas pelanggan pada bisnis rental mobil Arwani?, Apakah kualitas pelayanan berpengaruh terhadap loyalitas pelanggan pada bisnis rental mobil Arwani?, Apakah kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan pada bisnis rental mobil Arwani?, Apakah harga, kualitas poduk, kualitas pelayanan dan kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan pada bisnis rental mobil Arwani? Adapun Tujuan penelitian ini adalah untuk menguji apakah variabel Harga, Kualitas Produk, Kualitas Layanan dan Kepuasan pelanggan terhadap loyalitas pelanggan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengumpulan data melalui data primer. Adapun populasi dalam penelitian adalah pelanggan rental mobil Arwani 2 tahun terakhir. Teknik Analisis Data menggunakan Uji Asumsi Klasik, Uji Regresi Linear Berganda, Uji Hipotesi, dan Uji Koefisien Determinasi.

Hasil penelitian menunjukan bahwa: (1) Harga berpengaruh positif tak signifikan terhadap loyalitas pelanggan di rental mobil

Arwani. Artinya, setiap penambahan variabel harga maka loyalitas pelanggan juga akan meningkat. (2) kualitas produk berpengaruh positif tak signifikan terhadap loyalitas pelanggan di Rental Mobil Arwani. Artinya, setiap penambahan variabel kualitas produk maka loyalitas pelanggan juga akan meningkat. (3) kualitas pelayanan berpengaruh positif tak signifikan terhadap loyalitas pelanggan di rental mobil Arwani. Artinya, setiap penambahan variabel kualitas pelayanan maka loyalitas pelanggan juga akan meningkat (4) Kepuasan pelanggan berpengaruh positif tak signifikan terhadap loyalitas pelanggan di rental mobil Arwani. Artinya, setiap penambahan variabel kepuasan pelanggan maka loyalitas pelanggan juga akan meningkat (5) Hasil pengujian secara simultan menunjukkan bahwa Harga, Kualitas Produk, Kualitas Layanan dan Kepuasan pelanggan secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci: Rental mobil, Harga, kualitas produk, kualitas pelayanan, kepuasan pelanggan, Loyalitas

ABSTRACT

This research is motivated by increasing community mobility which has an impact on increasing the use of motorized vehicle rental services for the reason of facilitating certain activities. In order to maintain customer loyalty, car rental service businesses have at least implemented marketing strategies, as well as the Arwani Cendono Kediri Car Rental business. The purpose of this research is to find out the effect on customer loyalty from marketing aspects which include price, product quality, service quality and customer satisfaction at Arwani Car Rental Kediri.

Formulation of the problem: 1) Does price affect customer loyalty in the Arwani car rental business?, Does product quality affect customer loyalty in the Arwani car rental business?, Does service quality affect customer loyalty in the Arwani car rental business?, Does customer satisfaction affect customer satisfaction? on customer loyalty in the Arwani car rental business?, Does price, product quality, service quality and customer satisfaction affect customer loyalty in the Arwani car rental business? The purpose of this study was to test whether the variables Price, Product Quality, Service Quality and Customer Satisfaction affect customer loyalty.

This study uses a quantitative approach to the type of associative research. Data collection through primary data. The population in the study were Arwani's car rental customers for the last 2 years. Data analysis techniques use the Classical Assumption Test, Multiple Linear Regression Test, Hypothesis Test, and Coefficient of Determination Test.

The results showed that: (1) Price had no significant positive effect on customer loyalty at Arwani car rental. That is, each addition of the price variable, customer loyalty will also increase. (2) product quality has no significant positive effect on customer loyalty at Arwani Car Rental. That is, each addition of product quality

variables, customer loyalty will also increase. (3) service quality has no significant positive effect on customer loyalty at Arwani car rental. That is, each addition of the service quality variable, customer loyalty will also increase (4) Customer satisfaction has no significant positive effect on customer loyalty at Arwani car rental. That is, each addition of the variable customer satisfaction, customer loyalty will also increase (5) Simultaneous test results show that Price, Product Quality, Service Quality and Customer Satisfaction simultaneously have a positive and significant effect on customer loyalty.