

ABSTRACT

Adrianus Elbert Yozar, Role of Service Quality to Consumer Loyalty at fashion consumer Yogya Riau Junction.

Yogya Riau Junction is currently at the top of 20 among local retail companies in Indonesia, and fashion area is the heart of business activity. High competition between retail companies in Yogya Riau Junction keep on upgrading of their service quality in order to consumer do repeat purchase at fashion area Yogya Riau Junction. But in fact that fashion division can't achieve target growth as big as 17%.

Even if serious effect do not arise yet, but for long-term it will obstruct the company productivity and performance. Therefore, the main theme for this research is the Role of Service Quality to Consumer Loyalty. The goal for this research is provide design of intervention to improve consumer loyalty pass through service quality Fashion Yogya Riau Junction

The research subject consist of all the member Yogya Riau Junction at least one years, with minimally S1 background education and at least expending of shopping Rp. 500.000 per month.

The first variable of this research is Service Quality which is consist of five dimensions; Tangible, Reliability, Responsiveness, Assurance, empathy. The second one is Consumer Loyalty which is consist of four phases; Cognitive Loyalty, Affective Loyalty, Conative Loyalty and Action Loyalty.

The research data gained with questionnaire and processed by regression analysis method with SPSS version 16 program. The result shows that service quality fashion Yogya Riau junction becomes a predictor for consumer loyalty. The dimension of Responsiveness is the most capitalize to consumer loyalty, therefore it can be said that consumer do repeat purchase is caused by ability and desirability employee to show polite attitude when they serve the consumers. Dimensions responsiveness, reliability, empathy and assurance have a role becomes a predictor for all phases loyalty, the dimension of tangible becomes a predictor for all phase loyalty except for conative loyalty and action loyalty. In order to improve consumer loyalty fashion Yogya Riau Junction, researcher developed a continuous program which involves all employee especially service crews, based on the concept of superior service program organized as workshop with theme "That's My Service".

ABSTRAK

Adrianus Elbert Yozar, Peran Kualitas Pelayanan Terhadap Loyalitas Konsumen pada Konsumen *Fashion* Yogya Riau Junction.

Yogya Riau Junction merupakan salah satu dari 20 besar perusahaan ritel nasional di Indonesia, dengan *fashion* sebagai salah satu jantung aktivitas perusahaan. Tingginya persaingan antar perusahaan ritel membuat Yogya Riau Junction terus meningkatkan kualitas pelayanan mereka agar para konsumen kembali berbelanja di *fashion* Yogya Riau Junction. Tetapi ternyata divisi *fashion* tidak dapat mencapai target pertumbuhan sebesar 17%.

Meskipun belum menimbulkan dampak yang serius, namun untuk jangka panjang kondisi ini berpeluang menghambat produktifitas dan *performance* perusahaan. Oleh sebab itu, tema dalam penelitian ini adalah Peran Kualitas Pelayanan terhadap Loyalitas Konsumen. Tujuan penelitian ini adalah sebagai langkah upaya membuat rancangan intervensi dalam meningkatkan loyalitas konsumen melalui kualitas pelayanan *Fashion* Yogya Riau Junction.

Subjek penelitian ini adalah seluruh member Yogya Riau Junction minimal setahun, pendidikan minimal S1, dan pengeluaran belanja sebulan minimal Rp. 500.000.

Variabel pertama penelitian ini adalah Kualitas Pelayanan dengan dimensi *Tangible, Reliability, Responsibility, Assurance, Empathy*. Variabel kedua adalah Loyalitas Konsumen, dengan fase *Cognitive Loyalty, Affective Loyalty, Conative Loyalty, Action Loyalty*.

Data penelitian dijarah dari kuesioner kemudian diolah dengan teknik regresi dibantu program SPSS 16. Hasilnya menunjukkan bahwa kualitas pelayanan berperan sebagai prediktor dari munculnya loyalitas konsumen. Dimensi *Responsiveness* adalah dimensi yang paling berperan terhadap loyalitas konsumen, sehingga dasar para konsumen melakukan pembelian ulang lebih disebabkan oleh kemampuan dan keinginan karyawan dalam menunjukkan sikap sopan dalam melayani konsumen. Dimensi kualitas pelayanan yaitu *responsiveness, reliability, empathy, assurance* memiliki peran yang signifikan terhadap fase-fase loyalitas konsumen yaitu *cognitive loyalty, affective loyalty, conative loyalty* dan *action loyalty*. Sedangkan dimensi *tangible* memiliki peran yang signifikan terhadap *cognitive loyalty dan affective loyalty* tetapi memiliki peran yang tidak signifikan terhadap *conative loyalty dan action loyalty*. Untuk meningkatkan loyalitas konsumen *fashion* Yogya Riau Junction, disusun suatu program berkesinambungan dengan konsep *Superior Service Program* yang berbentuk workshop dengan tema “That’s My Service”