

ABSTRACT

(RTS. MAYSARAH/ 1900861201231/ 2024 / THE INFLUENCE OF SATISFACTION ON CUSTOMER LOYALTY IN THE MITSUBISHI WORKSHOP OF PT. SUKA FAJAR JAMBI / SUPERVISOR I PUPU SOPINI, SE, MM./ SUPERVISOR II H. DENNY ASMAS, SE, MSi.)

Satisfaction plays a very important role in customer loyalty. Therefore, the aim of this research is to describe customer satisfaction and customer loyalty in using Mitsubishi workshop services PT. Suka Fajar Jambi, as well as knowing and analyzing the influence of customer satisfaction on customer loyalty in using Mitsubishi workshop services PT. Suka Fajar Jambi.

The research method in this research is descriptive and quantitative. Data analysis used SPSS Ver 22 and used a simple linear regression model with the calculated $Y = a + b.X + e$. Distribution of questionnaires with a population of 3856 people, the number of customer who use paid car repair services is more than 50,000 km and more than 3 times at Mitsubishi PT. Suka Fajar Jambi in 2022, the formula used to find the sample was according to Sugiyono (2013:56) so that the sample in this study amounted to 98 respondents.

PT. Suka Fajar Jambi branch was inaugurated on September 7 1992. And it has an office in a permanent two-story building, located on Jl. Jendral Sudirman No 12-14, South Jambi Jambi City. Apart from providing various shapes and types of motorized vehicles, PT. Suka Fajar also provides service on request for spare parts for all these vehicles. As well as providing factory guarantees and services to consumers.

The research method in this research is descriptive and quantitative. Data analysis used SPSS Ver 22 and used a simple linear regression model with the calculated $Y = 0.780 + 0.476X + e$. The regression coefficient for customer satisfaction (X) is 0.476, meaning that customer satisfaction (X) has increased by 1, so customer loyalty (Y) of PT. Suka Fajar Jambi increased by 0.476. The coefficient of determination is known from the value $R^2 = 0.393$ (39.3%), which means that customer satisfaction (X) is able to explain customer loyalty (Y) at PT. Suka Fajar Jambi is 39.3% and the remaining 60.7% is influenced by other variables. Not investigated in this study. Based on the t test, the tcount value is 4.940 and ttable is 1.98498. From the comparison results, it can be seen that the test with a comparison of tcount 4.940 > ttable 1.98498 means H_0 is accepted as H_1 . Rejected. This means that customer satisfaction influences customer loyalty at Mitsubishi workshops PT. Suka Fajar Jambi.

Consumer satisfaction obtained an average value of 376.8, meaning that they were satisfied with the service provided at Mitsubishi workshops PT. Suka Fajar Jambi. Consumer loyalty obtained an average value of 368.63, meaning that consumers are loyal at Mitsubishi workshops PT. Suka Fajar Jambi. The suggestion in this research is that companies are advised to better control the performance of their employees and train their employees to be friendly in communicating with consumers at Mitsubishi workshops PT. Suka Fajar Jambi and also the best company further improve the quality of service at Mitsubishi workshops PT. Suka Fajar Jambi to consumers. So that consumers are satisfied and have confidence at Mitsubishi workshops PT. Suka Fajar Jambi. It is recommended for future researchers to examine other factors that influence consumer loyalty at Mitsubishi workshops PT. Suka Fajar Jambi.

Keywords: Customer Satisfaction, Customer Loyalty