

ABSTRACT

MARKETING MIX EFFECT TOWARDS CUSTOMER SATISFACTION AND LOYALTY ON PURCHASING HONDA CAR VEHICLES AT PT. ISTANA LAMPUNG RAYA IN BANDAR LAMPUNG

By

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One of the effort in satisfying consumers and then encourage them to be loyal to the company is through preparing a combination of marketing mix policy which includes the 7 P's, namely product, price, place, promotion, people, physical evidence and process. Satisfaction followed by loyalty basically is one of the most important factors in improving a service providing company's marketing and revenue. In where the current, very tight competitive situation with many market players, customer loyalty in this condition is a rare commodity because it's difficulty to obtain. To foster customer loyalty within the consumer is not easily formed because service providers must be able to provide quality services towards customers.

The problem formulated is "whether the implementation of the marketing mix affects consumers' satisfaction and loyalty on Purchasing Honda car vehicle at PT. Istana Lampung Raya in Bandar Lampung". The purpose of this paper is to determine the influence of marketing mix towards customer's satisfaction and loyalty on purchasing Honda car vehicles at PT. Istana Lampung Raya in Bandar Lampung.

The conclusion acquired based on regression calculation, marketing mix affection towards consumer satisfaction is acknowledged at 0,820, if it is interpreted against the interpretation table of the coefficient determinant to determine the affection level of marketing mix on consumer satisfaction, the effect is included in the category of very high, or the marketing mix have a significant influence on customer satisfaction. Regression coefficient test with F test values obtained F_{count} of 53.560 (positive), while the F_{table} of 4.00 (significant regression coefficient). Thus from these results the approved hypothesis of "marketing mix significantly influence consumer satisfaction on purchasing Honda car vehicle at PT. Istana Lampung Raya in Bandar Lampung" is proven.

Marketing mix indicators that affecting consumer satisfaction is the space policy indicator as well as the most important indicator in creating customer satisfaction. Customer satisfaction influence towards customer loyalty β amounted to 0.619. If interpreted against coefficient determinant interpretation table to determine the level of customer satisfaction influences towards customer loyalty, the effect is included in the high category or in other words consumer satisfaction significantly affecting consumer loyalty. Regression coefficient test by using F test, acquired value obtained F_{count} of 16.161 (positive), while F_{table} at 4:00 (significant regression coefficient). Thus from these results the approved hypothesis of "customer satisfaction significantly influence consumer loyalty on purchasing Honda car vehicle at PT. Istana Lampung Raya in Bandar Lampung" is proven. Tangible indicator is a consumer satisfaction indicator that has the most influence towards consumer loyalty.

PT. Istana Lampung Raya should give more attention to their employees' attitude in providing services to consumers which also connected with consumer ease to communicate with employees in the office. This can be done by providing training to the employees regarding services towards consumers on continuous basis so that every employee will always be motivated to provide the best service.

About responsiveness in dealing with consumer demand should also be further improved by providing more stock of spare parts, especially the hard to find in certain car products so that consumers do not have to wait too long to have maintenance. It can also be done with the addition of tow trucks or service cars that is ready to help consumers when there is a problem with their car. If there is a consumer stating complaints against their Honda car product, PT. Istana Lampung Raya must further demonstrate their sincerity in addressing this problem by providing a free service exclusively for prematurely broken spare parts or replacing defective production parts of the vehicle.