ANALYSIS OF SERVICE QUALITY AND PRICING POLICY TOWARD SUPPLIER LOYALTY PT. SORINI AGRO ASIA CORPORINDO, TBK

By

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Abstract

The object of this study was supplier PT. Sorini Agro Asia Corporindo, Tbk. The advantage of study was can serve as reference in future research and resource information for company to increase loyalty supplier. The problems underlying this study are that there is velocity of emergency suppliers of a company to another company which is thought to be caused by an issue with the quality of service and pricing policies. Formulating problem in this research was whether the effect service quality on supplier loyalty and whether the price policy on supplier loyalty. The Objective this research was to analyze service quality and price policy can affect supplier loyalty. The research was conducted using descriptive analyze with respondent population was 105 people. The collect date use census method. To analyze result of data research using multiple regression linier analyzes.

The result indicate service quality (X1) and price policy (X2) simultaneously and positively effective the supplier loyalty (Y). The partial test result the price policy has big affect to influence supplier loyalty compare with service quality. The interpretation this partial result was price policy very sensitive to influence loyalty supplier. The conclusions this result was the service quality (X1) and price policy (X2) simultaneously and positively effective the supplier loyalty (Y).

Key Word: Service Quality, Price Policy and Supplier loyalty