

ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP LOYALITAS PELANGGAN PELANGGAN BENGKEL MOBIL HONDA MULIA CIANJUR

Putriya Nabila

Industri otomotif di Indonesia khususnya di cianjur mengalami pertumbuhan pesat yang membuat persaingan antar bengkel semakin ketat, termasuk Bengkel Mobil Honda Mulia Cianjur. Dalam usaha mempertahankan dan meningkatkan kepuasan pelanggan, bengkel ini menghadapi tantangan fluktuasi jumlah pelanggan setiap bulan akibat kualitas pelayanan dan harga yang belum memenuhi harapan pelanggan. Penelitian ini bertujuan untuk mengetahui, mendeskripsikan, dan menganalisis kualitas pelayanan, harga, dan loyalitas pelanggan di Bengkel Mobil Honda Mulia Cianjur. Metode yang digunakan adalah pendekatan kuantitatif dengan analisis deskriptif dan verifikatif. Sampel penelitian terdiri dari 97 responden pelanggan. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan harga berpengaruh secara simultan dan parsial terhadap loyalitas pelanggan di Bengkel Mobil Honda Mulia Cianjur. Berdasarkan analisis *Importance Performance analysis* (IPA), terdapat tiga indikator yang perlu diperbaiki pada kualitas pelayanan, yaitu Ketepatan waktu pelayanan, pemahaman karyawan, dan keramahan karyawan, karena dirasa masih terdapat kekurangan. Penelitian ini berbeda dengan penelitian sebelumnya dalam hal lokasi, sampel, hasil penelitian, dan penggunaan *Importance Performance analysis* (IPA) untuk kualitas pelayanan.

kata kunci: Kualitas Pelayanan, Harga, Loyalitas Pelanggan

ABSTRACT

THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY OF HONDA MULIA CAR REPAIR SHOP CUSTOMERS CIANJUR

Putriya Nabila

The automotive industry in Indonesia, especially in Cianjur, is experiencing rapid growth which makes competition between workshops even tighter, including the Honda Mulia Cianjur Car Workshop. In an effort to maintain and improve customer satisfaction, this workshop faces the challenge of fluctuations in the number of customers every month due to the quality of service and prices that have not met customer expectations. This research aims to know, describe, and analyze the quality of service, price, and customer loyalty at the Honda Mulia Cianjur Car Workshop. The method used is a quantitative approach with descriptive and verifiable analysis. The research sample consisted of 97 customer respondents. The results of the study show that the quality of service and price have a simultaneous and partial effect on customer loyalty at the Honda Mulia Cianjur Car Workshop. Based on the Importance Performance analysis (IPA) analysis, there are three indicators that need to be improved on the quality of service, namely the timeliness of service, employee understanding, and employee friendliness, because it is felt that there are still shortcomings. This study is different from previous research in terms of location, samples, research results, and the use of Importance Performance analysis (IPA) for service quality.

Keywords: Service Quality, Price, Customer Loyalty