

**PENGARUH KOMITMEN DAN TEKNOLOGI INFORMASI TERHADAP
LOYALITAS PELANGGAN KENDARAAN *LOW COST GREEN CAR*
(LCGC) MOBIL HONDA BRIO DI KOTA BANDUNG**

ABSTRAK

Peningkatan daya beli masyarakat mengakibatkan permintaan akan kendaraan baik roda dua dan roda empat semakin meningkat. Kendaraan bermotor di Indonesia didominasi oleh kendaraan sepeda motor dan kendaraan mobil penumpang. Kenaikan daya beli masyarakat tidak secepat kenaikan harga mobil penumpang sehingga harapan untuk memiliki mobil penumpang bagi sebagian besar masyarakat hanya sebatas harapan saja. Harga terjangkau menjadi solusi terbaik untuk masyarakat kelas menengah untuk memiliki mobil penumpang. Peluang pasar yang baik tersebut dimanfaatkan oleh produsen untuk memproduksi mobil penumpang dengan konsep harga murah dan ramah lingkungan *low cost greent car* (LCGC). Tujuan penelitian ini mengetahui pengaruh komitmen dan teknologi informasi terhadap loyalitas pelanggan kendaraan *low cost green car* (LCGC) Mobil Honda Brio. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data penelitian menggunakan kuesioner. Sampel penelitian ini sebanyak 100 konsumen mobile Honda Brio di Kota Bandung dengan menggunakan teknik sampling acak sederhana. Analisis data penelitian menggunakan analisis regresi berganda. Hasil penelitian menunjukkan bahwa secara simultan maupun parsial diperoleh bahwa Komitmen dan Teknologi Informasi berpengaruh signifikan terhadap Loyalitas Pelanggan Kendaraan *Low Cost Green Car* (LCGC) Mobil Honda Brio. Dimana Komitmen dan Teknologi Informasi memberikan pengaruh simultan sebesar 68.1% terhadap Loyalitas Pelanggan, sedangkan sisanya sebesar 31.9% dipengaruhi oleh faktor lain yang tidak diamati di dalam penelitian ini.

Kata Kunci: Komitmen, Teknologi Informasi, Loyalitas Pelanggan

THE INFLUENCE OF COMMITMENT AND INFORMATION TECHNOLOGY ON CUSTOMER LOYALTY OF VECHICLE LOW COST GREEN CAR (LGC) HONDA BRIO CAR IN BANDUNG CITY

ABSTRACT

Increased purchasing power of the people resulted in increasing demand for vehicles both two-wheeled and four-wheeled vehicles. Motorized vehicles in Indonesia are dominated by motorbike vehicles and passenger car vehicles. The increase in the purchasing power of the people is not as fast as the increase in the price of passenger cars so that the hope of having a passenger car for most people is only limited to expectations. Affordable prices are the best solution for middle class people to own passenger cars. These good market opportunities are used by producers to produce passenger cars with the concept of low-cost and environmentally friendly low-cost green car (LCGC). The purpose of this study is to determine the effect of commitment and information technology on the loyalty of customers of low cost green car (LCGC) vehicles Honda Brio cars. This study uses quantitative methods. Collecting research data using a questionnaire. The sample of this study were 100 consumers of Honda Brio mobile in Bandung City using simple random sampling techniques. Analysis of research data using multiple regression analysis. The results showed that simultaneously and partially obtained that Information Technology and Commitment had a significant effect on Customer Loyalty of Low Cost Green Car Vehicle (LCGC) Honda Brio Cars. Where Commitment and Information Technology provide simultaneous influence of 68.1% on Customer Loyalty, while the remaining 31.9% is influenced by other factors not observed in this study.

Keywords: Commitment, Information Technology, Customer Loyalty