

**ANALYZES THE EFFECT OF SERVICE QUALITY FACTORS  
TOWARD CONSUMER LOYALTY TO PT. INDOSOLO  
MOTOR GEMILANG SURAKARTA**

**FINAL PROJECT**

**To achieve Management Degree of Economics and Business Faculty**



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**2013**

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**ANALYZES THE INFLUENCE OF CONSUMER SATISFACTION FACTORS  
TOWARD CONSUMER LOYALTY TO PT.INDOSOLO MOTOR GEMILANG  
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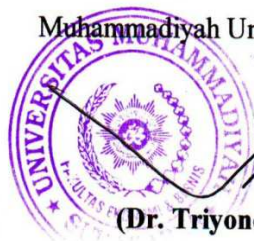


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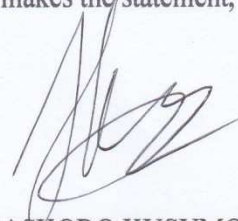
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## ORIGINALITY STATEMENT OF THESIS

I hereby BASKORO KUSUMO, stated that the thesis entitled: "ANALYZES THE INFLUENCE OF CONSUMER SATISFACTION FACTORS TOWARD CONSUMER LOYALTY TO PT.INDOSOLO MOTOR GEMILANG SURAKARTA " is original of mine. I hereby state that in this paper there is no part written by others partially or entirely. By the way wiht copyig or imitating any form of letters or symbols that show ideas or opinions or thoughts of another author as if the writing is mine, and / or there are no parts or the whole text that i copy, imitate, or I took from the writing of others without giving the original author recognition.

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Surakarta, 11 November 2013  
That makes the statement,



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## MOTTO

*“Tidak ada sesuatu musibah pun yang menimpa (seseorang) kecuali dengan izin Allah; Dan barang siapa yang beriman kepada Allah, niscaya Dia akan memberi petunjuk ke (dalam) hatinya. Dan Allah Maha Mengetahui segala sesuatu.”*

*(Qs At Taghaabun: 11).*

*Barang siapa menuntut ilmu, maka Allah akan memudahkan baginya jalan menuju surga. Dan tidaklah berkumpul suatu kaum disalah satu dari rumah-rumah Allah, mereka membaca kitabullah dan saling mengajarkannya diantara mereka, kecuali akan turun kepada mereka ketenangan, diliputi dengan rahmah, dikelilingi oleh para malaikat, dan Allah akan menyebut-nyebut mereka kepada siapa saja yang ada disisi-Nya. Barang siapa terlambat-lambat dalam amalannya, niscaya tidak akan bisa dipercepat oleh nasabnya.*

*(H.R Muslim dalam Shahih-nya).*

*Hiduplah seperti pohon kayu yang lebat buahnya; hidup di tepi jalan dan dilempari orang dengan batu, tetapi dibalas dengan buah.*

*(Abu Bakar Sibli)*

*Banyak kegagalan dalam hidup ini dikarenakan orang-orang tidak menyadari betapa dekatnya mereka dengan keberhasilan saat mereka menyerah.*

*(Thomas Alva Edison )*

## DEDICATION

In the name of Allah the Most Compassionate and Most Merciful, this thesis to utter:

1. Allah SWT

Verily all praise only to Allah, we praise Him, pleading for help and for mercy to him. And we seek refuge in Allah from the evils of our souls and our ugliness charitable deeds. Whoever is given instructions by Allah, none of which can be misleading, and whoever misled by Allah, then none could give Him instructions.

2. The deceased My father ir. Hertog Kusumo Sulistio beloved, let, and pray for your son in every step of life that is always devoted to you, your son's father will always pray that always side of Allah SWT.

3. My Mother Sri Purwaningsih Handayani, SH. who always gives prayer, love, and motivation.

4. H. Sri Surnarni my grandmother beloved, thank you for your prayers and love are poured.

5. My sister Dr. Dyah Savitri Kusumoningtyas, thanks for the support, encouragement, and joy be with you.

## PREFACE

Alhamdulillah to Allah SWT and thanksgiving for the gifts and graces bestowed on him, so that I can finish my final project with the title "Analyzes the Effect of Services Quality Factors Toward Consumers Loyalty to PT. Indosolo Motor Gemilang Surakarta. "Preparation of this paper is intended to comply with one graduated at the Faculty of Economics and Business Management Muhammadiyah University of Surakarta.

In this writing my thesis, the author does not in spite of various obstacles. To the authors would like to express my gratitude to:

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The author realizes that this thesis has many flaws so I expect criticism, suggestions, and constructive feedback, which is useful for the perfection of this thesis in future.

In conclusion, authors hope this final project writing is beneficial for all.

Surakarta, 11 November 2013



Baskoro Kusumo

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## ABSTRACT

# ANALYZES THE EFFECT OF SERVICE QUALITY FACTORS TOWARD CONSUMER LOYALTY TO PT. INDOSOLO MOTOR GEMILANG SURAKARTA

Baskoro Kusumo

This study aims to analyze the general impact of service quality on customer loyalty which consists of dimensions *tangible, reliability, responsiveness, assurance, and empathy* towards customer loyalty. Specific objectives of this study were: 1) to analyze the effect of tangible dimension, reliability, responsiveness, assurance, and empathy for customer loyalty in the PT. Indosolo Motor Gemilang Surakarta. 2) Analyze the most dominant factor among *tangible, reliability, responsiveness, assurance, and empathy* towards customer loyalty PT. Indosolo Motor Gemilang Surakarta, the sample used is the consideration of 60 people with 10 multiplied 6 because this study used five independent variables and the dependent variable. Based on consideration of the researcher, given the possibility of 60 respondents were unable to fill the questionnaire in full, the researchers spread as much as 150% of the questionnaire sample should (60 respondents) ie 90 respondents, the sampling technique using accidental sampling. Data analysis method used is multiple linear regression while the statistical test using the t test and F test and test-R<sup>2</sup>. The results of this study indicate tangible dimension of service quality, *reliability, responsiveness, assurance, empathy* jointly influence on customer loyalty. Partial all dimensions there are tangible dimension, reliability, responsiveness, assurance, and empathy also affect customer loyalty. *Assurance* variable is the variable most dominant compared to other variables

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Keywords: customer loyalty, *tangible, reliability, responsiveness, assurance, empathy*