

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

MANUSCRIPT PUBLICATION

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INAUGURATION PAGE

Hereby the supervisor of management international class testify for final project with entitled:
**ANALYZES THE INFLUENCE OF CONSUMER SATISFACTION FACTORS
TOWARD CONSUMER LOYALTY TO PT.INDOSOLO MOTOR GEMILANG
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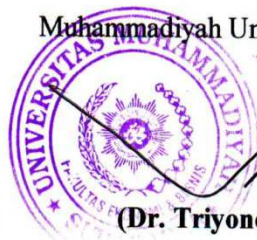


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ABSTRACT

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-R². 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

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

INTRODUCTION

Background

Motorcycle is one of the means of transportation that many encountered in Indonesia. This is because motorcycle prices relatively cheaper when compared to the price of the car, but it forms these vehicles are small and sleek that are considered capable of motorcycle users avoid traffic jams. High public interest will cause many brands motorcycles into motorcycle-Indonesia is now less than 20 motorcycle brands being marketed in Indonesia, but only a few are able to continue to survive, it is because the people of Indonesia are not only looking for a motorcycle with cheap price but also look for motorcycles with good quality. Honda motorcycle is a motorcycle brands most in interest in Indonesia, is due Suzuki motorcycles have good quality, relatively low purchase price, sales price and ease of purchase and maintenance.

Satisfied and loyal customers an opportunity to gain new customers. Retain all existing customers will generally be more profitable than customer turnover due to the cost of attracting new customers can be five times the cost of retaining an existing customer. Kotler (2002: 60). So keep customers with maintaining the viability of the company.

PT. Indosolo Motor Gemilang is one of a Suzuki motorcycle dealership located in Solo Jebres selling Suzuki motorcycles with various types and brands of Suzuki. This is not just a motorcycle dealership sales serving Suzuki motorcycles and spare parts sales, but also service the motor. The reason the author chose this dealership because the location is easily accessible, ready stock, friendly service and fast process, there is a motorcycle service, an official workshop with skilled technicians as well as providing a complete spare parts and original.

Formulation of Problem

How the factors influence satisfaction include Tangibles, Reliability, Responsiveness, Assurance, Empathy on customer loyalty at PT. Indosolo Motor Gemilang.

Restrictions on The Problem

Boundary problem in this study include:

1. The variables used were *tangible, assurance, responsiveness, reliability, and empathy*.
2. Customers who conducted the study is PT. Indosolo Motor Gemilang Surakarta

Research Objective

The purpose of this study was to analyze the influence of *Tangibles, Reliability, Responsiveness, Assurance, Empathy* on customer loyalty in PT. Indosolo Gemilang

Benefit of Research

1. Benefits that can be taken by Indosolo Motor Gemilang Surakarta is a material consideration in implementing sustainable corporate strategy for a product in order to create a positive perception of the customer in order to create competitive advantage to the company..
2. Results of this study are expected to provide information and contribute to the development of science, especially with regard to service quality, customer satisfaction and customer loyalty.
3. The results of this study are also expected to be used as reference material for future research

BASIC THEORY

1. Service Quality

Age progress and economic growth tends to create a the needs of society to consume goods and services increases, thus requiring both products and services of companies large and small who have to implement the technology in the operations in order to run smoothly in order to support the work done, especially in companies that engaged in services. Companies engaged in services have a variety of types of businesses such as car renter (rental), driver, apartments, villas, business improvement services and other businesses. Particular services motor bike service, which should give priority to improve the performance of its employees within the scope of the vehicle the customer specified brands.

How individuals or firms can be trusted? This is the first thought up by someone if you want to do business with people who have never do business with him. This also can be used as guidelines by the company that consumers can trust the products offered and the re-purchase of the company, many companies rely on customer satisfaction as a guarantee of success in the future but then disappointed to find that the customers who are satisfied can buy competing products without doubtful (Griffin, 2002).

Many things can form the loyalty of a customer. According to research from Parvez and Akbar (2009) in Seffy et.al (2010) the factors forming customer loyalty is the quality of service, trust, and customer satisfaction. Moreover, according to Tjiptono (2008), quoting from Mudie & Cottam (1999) in Seffy et.al (2010) says that generally the number of customers who are not satisfied with a service and not complain as much as in the case of dissatisfaction with the goods. So the complaints of dissatisfied customers will have no effect on customer loyalty. If the customer is satisfied, then the customer will use the services offered back, otherwise if customers are not satisfied then the customer is likely to make complaints and will not use the services offered back. Griffin (2005) in Seffy et.al (2010), the rewards of loyalty are long-term and cumulative. The longer a customer loyalty, the greater the profits derived by an enterprise of a customer.

To create a quality services need to create sustainable innovations, and with constant innovation to keep customers. Maintaining customer means the customer expects the transaction service re the same time the need arise in the future. And to encourage re-company transactions have to give satisfaction to the customer. Customer satisfaction is a person's feelings of pleasure or disappointment that emerged after comparing the performance (results) products are thought to expected performance (Kotler, 2005:7) So customer satisfaction is key for customers to make repeat purchases. Customer satisfaction can be achieved if the company provides what it wants and the needs of customers.

Marketing on different goods for product marketing services (Mahanani, 2010:25). This is related to differences in the characteristics of services and goods. Marketing of goods includes 4Ps: product, price, promotion and place. As for the service, those four elements plus three more, namely: people, process, and customer service. The third case is related to the nature of services where production / operations to consumption is a series that can not be separated in involving consumers and service providers directly.

Satisfaction is one of the few causes of the formation of loyalty (Dharmayani, 2006) in Bahar (2009). Loyalty was loyalty to one's level of an object or product, which the customer has a positive attitude, commitment and intends to continue these products in the future (Mardalis, 2005) in Bahar (2009). Customer loyalty showed a tendency to use the products / services with a high level of consistency, where a product is a behavioral response / purchases that is both refractive and unfold continuously by the decision maker with respect to one or more alternatives from a number of alternatives and is a function of psychological processes . This translates into loyalty and customer preferences related to the actual purchase is different from re-purchasing behavior, customer loyalty and a sense of ownership to include aspects of it (Dharmayanti, 2006) in Bahar (2009).

Customer loyalty reflects the intention to behave with respect to a product or service. Intention to behave here include the possibility of purchasing or renewing a service contract or otherwise, as well as how many customers will

switch to other service provider or brand (Selnes, 1993, in Sinaga, 2010:44). Repeat purchase behavior in the sensitivity behavior categorized as a strong brand loyalty, where consumers tend to buy or use the same brand and re-consider brand choice is very important to him. Instead, repeat purchase brand sensitivity in weak situations categorized as inertial, i.e., consumers tend to buy the same brand again, but he did not think the brand name is important, because it can not distinguish between the various existing brands (Fibrianto, 2011:35).

Understanding the needs and desires of customers, an important thing that can affect customer loyalty. Customers are not loyal will inform twice as great to others about bad experiences about products or services that he received, while the loyal customers who will inform you about the best things. Therefore, a loyal customer is a valuable asset. According to Reichheld and Sasser (in Sinaga, 2010:51) the cost to acquire a new customer five times greater than the cost to retain an old customer loyalty.

According to Widya Utami, Christina, 2006 (in Nugroho and Paramitha, 2009), has a loyal customer is a method that is important in maintaining the advantages of the competitors, considering it has a loyal customer means that consumers have an aversion to customers to competitors.

In the market competition is intense, many alternative brands, varying prices, and many substitute products, the brand loyalty in general tends to decrease. Therefore, companies that want to survive need to develop a marketing strategy, the expectations of consumers still have loyalty to the products or services of the company

2. Build Customer Loyalty

Research conducted by Febra Hardiwan and Imam Mahdi (2011) in the title "The Effect Perception of Service Quality, Relationship Quality Factors absorber and Against Relational Satisfaction and Customer Loyalty: A Research On Cellular Phone Service Providers In West Java". Based on estimates of the structural model of the model study concluded that the data supported the perception of service quality is positively correlated with factors fastening. Quality relationships are supported relational data is positively correlated with factors fastening. Perceptions of quality of service backed up data has a direct impact on customer satisfaction, as well as its influence is positive. Fastening factors not supported by data has a direct influence on customer satisfaction. Quality of data is not supported relational ties have a direct influence on customer satisfaction.

Research conducted Alfi Nura (2011) analysis of the satisfaction and loyalty of banking customers in the city. The research was conducted at the Bank Indonesia Medan. All data related to the study variables converted into SPSS program. Subsequently analyzed using AMOS program version 16. The data results showed that bank customers in the city of Medan shows that customer satisfaction can increase confidence in the banking sector. Furthermore these beliefs will positively affect loyalty. Therefore, banks should be able to increase the satisfaction of its customers in order to increase trust and loyalty.

Research conducted by Kartika Sukmawati (2011) on the effect of service quality, price, and customer satisfaction to customer loyalty rail transport service executive. The research was conducted at KRL service users. In this study data were collected through questionnaire method resulted in 120 respondents using accidental sampling method. Analysis tools used in this study include the validity and reliability, the classic assumption test, simple regression analysis, hypothesis testing through F and t tests, and analysis of the coefficient of determination (R²). Based on the results of this study showed that the better the perceived level of satisfaction, the better the level of customer loyalty. If viewed from the path

coefficients, it can be concluded that the variables that have the most impact on customer loyalty is the variable quality of service.

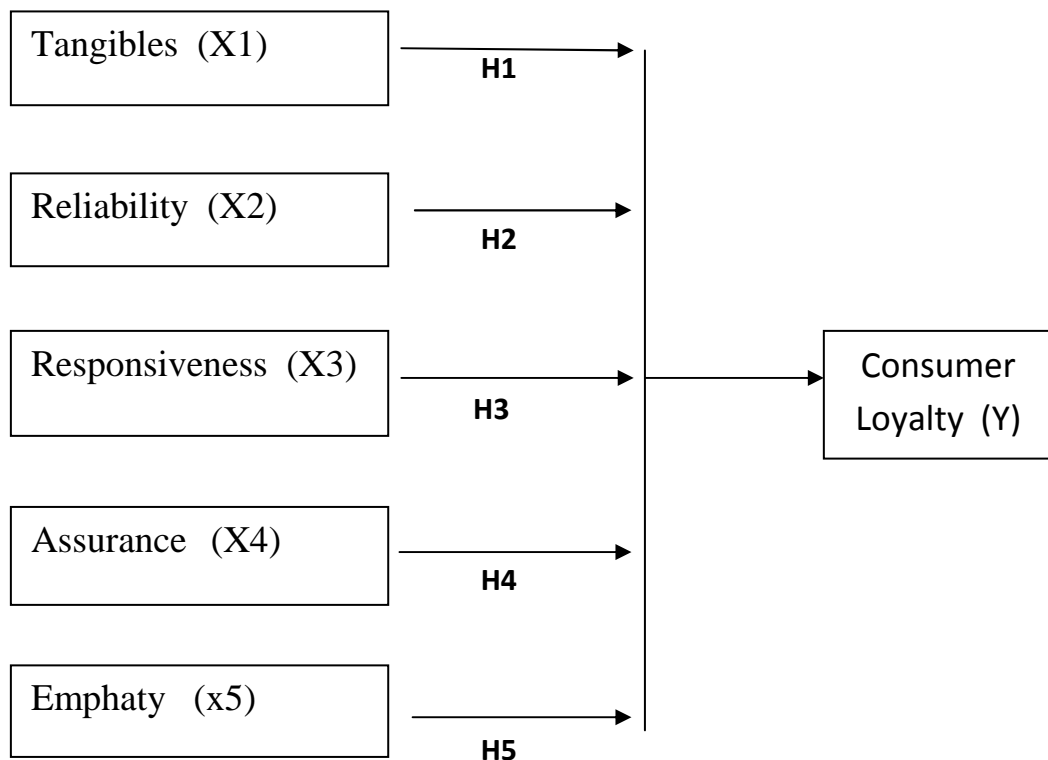
Kukuh Winaso studies (2010), found there is positive effect of variable quality to quality customer service. Five dimensions of service quality, namely, tangibles, reliability, responsiveness, assurance, empathy together could explain 54.7% of consumer loyalty. While the influence of variables other than satisfaction on Tangible, Reliability, Responsiveness, Assurance and empathy towards loyalty (45.34%)

Nani Cesimariani Research (2012), research on the effect of Service Quality Service To Customer Satisfaction In CV. Haspari Palembang, the object under study is a customer service tools eltronik. Findings realibility dimensions of service quality, responsiveness, assurance is important for customer satisfaction. Empathy and tangibility dimensions less important for customer satisfaction.

3. Framework

Indosolo Motor Gemilang Surakarta is one dealer that aims to improve the welfare of the society particularly in the area of Surakarta in both buying and selling motorcycles and service. Management role is essential that customers remain loyal and not leave Dealer Indosolo Motor Gemilang Surakarta in the long run. Customer service plays an important role in order to keep customers loyal. Therefore Indosolo Motor Gemilang Surakarta must provide satisfactory services to customers regardless of social status.

Based on the basic concepts and theoretical framework, the framework is built to be used as guidelines for how to think studies to answer the research problem. Framework on the basis of theoretical research will address the five (5) service quality dimensions that affect customer loyalty. Five service quality dimensions that affect customer loyalty can be explained in the image below :



picture 1. Framework

4. Research Hypothesis

Hypothesis is a temporary answer to the problem formulation. Because it is temporary, it needs to be substantiated by empirical data collected. The hypothesis of this study are as follows:

Relationship between Tangibles with Customer Loyalty

Tangibles are the physical appearance, appearance of personnel, equipment and technologies used in service members. Physical facilities such as buildings, room service, parking lot is one aspect in the quality of service as it will provide a donation for consumers who need the service or company. Consumers in the purchase or use the services of the factors that influenced share related to the company, covering the environment, the physical, the availability of information, the company's brand and service system design which affects the level of customer loyalty (Berry, et al, .2002). Based on this presentation, the first hypothesis proposed in this study as follows:

H1: Tangibles effect toward customer loyalty Indosolo Motor Gemilang

Relationship between Reliability with Customer Loyalty

Mistakes made by service providers when serving customers can reduce customer satisfaction and service providers will decide to move Smith, et al., (1999). Keaveney (1995), states the core service failures pose a problem for the customer so that the customer moves service marks other. Because kesalahan services that causes harm, consumers tend to tell error and service to people looking for a provider other better. Conversely, a satisfied customer can encourage repeat purchases or use the company's services again and publicity. Based on these explanations, the proposed second hypothesis as follows:

H2: Reliability influence toward customer loyalty Indosolo Motor Gemilang

Relationship between Responsiveness with Customer Loyalty

Customer loyalty is closely linked to employee interactions with customers. Attitudes and behavior of employees in responding to customer complaints is easy to read, if the employer responses showed a positive response, the customer will

make repeat purchases. Customer loyalty when interacting with employees about the effect on the perception of service quality and the effect on customer loyalty, brand switching services and word of mouth Bitner (1990). Under this standard, the third hypotheses formulated in this study as follows:

H3: Responsiveness effect toward customer loyalty Indosolo Motor Gemilang

Relationship between Assurance with Customer Loyalty

Customers in the purchase and consumption of services interact directly with employees and service providers such interactions affect customer loyalty. If the employee indicates unpleasant attitude and customer feel valued then the customer is not satisfied, so will be looking for another service provider. Under this standard, the fourth hypothesis proposed in this study as follows:

H4: Assurance effect toward customer loyalty Indosolo Motor Gemilang

Relationship between Emphaty with Customer Loyalty

Empathy is the ability of service providers to treat customers as special individuals. It means that companies understand the customers problem and act on behalf of its customers, as well as providing personalized attention to its customers and has convenient hours of operation. Every company needs to provide customer-oriented opportunities and access easy and convenient for customers to submit suggestions, criticisms, opinions and their grievances. In the face of emotional and angry customer, customer service staff should "level-headed" and be empathetic. For that we need the time spent. Then the fifth hypothesis in research formulated as follows:

H5: Empathy effect toward customer loyalty Indosolo Motor Gemilang

RESEARCH METHODOLOGY

1. Scope of Research

The scope of this research is Indosolo Motor Gemilang Surakarta. The method used was a survey with the following considerations :

- a. PT. Indosolo Motor Gemilang Surakarta have a lot of customers that spread to the residence in the city of Surakarta and surrounding.
- b. The willingness of the management of PT. Indosolo Motor Gemilang Surakarta in helping data collection and management openness in providing information for the preparation of this thesis

2. Population, Sample and Sampling Technique

a. Sample and Population

Population is whole of the research subject (Arikunto, 2006: 130). Population refresh to whole of people group, event or interest that the researcher wants to investigated (Sekaran, 2006: 121).) This population can be universally, which means whole of the research subject or whole of analysis unit that is characteristic whole be suspected. Population that would serve as this research object is whole of motorcycle service customers at Indosolo Motor Gemilang, and amount of Indosolo Motor Gemilang customers based on data updating report/customer profile of November 2012 period as much as 945 customers. From this population would be taken the sample to be observed.

Amount of taken sample is 60 people with considering 10 x 6 because this research using five independent variables and one dependent variable. Based on researcher consideration given possibility of 60 respondents do not completely fill questioner then researcher shared 150% of samples that should be (60 respondents) namely 90 respondents.

b. Sampling Technique

Sampling method using accidental sampling, because customer population of Indosolo Motor Gemilang service very huge. Such customers living be far from each other.

3. Data Resources

a. Primary Data

Data derived by researcher directly from respondents or research place which is used as sample. Data involved:

- Data about customer characteristics of PT. Indosolo Motor Gemilang Surakarta.
- The researcher data about tangible, assurance, responsiveness reliability, and empathy towards customer satisfaction of PT Indosolo Motor Gemilang Surakarta

b. Secondary Data

The secondary data is research data resource derived and noted other side (Indriantoro and Supomo, 2002). Secondary data used in this study include the volume of sales, consumer data.

4. Variable Operational Definitions

- a. Reliability is capability to giving promised service immediately, accurately, and satisfy (Tjiptono,2006:70).
- b. Responsiveness is staff wants to help customers and giving service responsively. (Tjiptono, 2006:70).
- c. Assurance is knowledge, capability, courtesy, and nature can be trusted that owned by staffs ; free of cost, risk or dubiety (Tjiptono,2006:70).
- d. Empathy is easiness in make relationship, well communication, private care, and understanding cusomer needs (Tjiptono,2006:70).
- e. Tangible is involved physical facilities, equipment, employee, and communication tool (Tjiptono,2006:70).
- f. Jennie, 1997; in Nuraini, 2009; stated that customer who loyal is those who very satisfied with certain product so that have enthusiasm to introduce it toward whoever who they know.

Instrument that used to measures customer satisfaction variables was provided 5 question alternative are: very satisfied, satisfied, neutral, not satisfied, and very not satisfied. Every answer regularly is given score 5, 4, 3, 2, and 1. This measurement using likert scale.

5. Data Collection Techniques

Data collection method used was a questionnaire. Questionnaires are a number of written questions that will be answered by the survey respondents, so that researchers obtain field data / empirical research to solve problems and test hypotheses that have been established (Supardi, 2005:127). In this study, the questionnaire used was a questionnaire that covered the question of questions which have supplied the answer, so that respondents simply choose from the alternative answers in accordance with the opinion or choice (Supardi, 2005:133). While closed questions respondents to explain the variable reliability, responsiveness, assurance, empathy, tangibles and customer satisfaction. Method of data collection was done by the procedure:

- 1) Respondents were given a questionnaire,
- 2) While filling the questionnaire, wait and be given an explanation if it is not yet clear to what is read,
- 3) After the respondent answers the fill then tabulated, processed, analyzed and concluded.

DATA ANALYSIS

By processing the data using SPSS 17.0 regression test results can be seen in Table 1.

Table 1. Results of multiple linear regression

Dimension	Unstandardized	Standardized	T _{value}	Sig.
	Coefficients	Coefficients		
	B	Beta		
(Constant)	-7.043		-0.591	0.557
Reliability	0.038	0.016	2.126	0.018
Responsiveness	-0.507	-0.209	-1.670	0.901
Assurance	0.551	0.227	3.894	0.046
Empathy	0.257	0.094	2.715	0.006
Tangible	0.537	0.358	0.857	0.478

Koefisien determinacy (R^2)	0.594
F test	4.497
Probabilities	0.002

Sources : Data Primer, 2013

Based on the regression results in Table 19, it can be seen that the independent variables consisting of the dimensions of assurance, and tangible respectively significant effect means that the higher the quality of service of each dimension of the customer's loyalty to the increase.

T test

a. Dimension reliability toward consumer loyalty

According to the table 10 the results of regression testing can be seen $t_{\text{value}} = 2.126$ greater than $t_{\text{table}} = 1.984$, H_0 is rejected and the alternative hypothesis is accepted, it means reliability dimension a significant positive or influence toward customer loyalty.

b. Dimension responsiveness toward consumer loyalty

According to the table 10 the results of regression testing can be seen the value of $t_{\text{value}} = -1.670$ smaller than $t_{\text{table}} = 1.984$, then H_0 is accepted and the alternative hypothesis is rejected, meaning that the reliability dimension is not positive or not significant effect on customer loyalty.

c. Dimension assurance toward consumer loyalty

According to the table 10 the results of regression testing can be seen the value of $t_{\text{value}} = 3.894$ greater than $t_{\text{table}} = 1.984$, H_0 is rejected and the alternative hypothesis is accepted, it means assurance dimension a significant positive or influence toward customer loyalty.

d. Dimension empathy toward consumer loyalty

According to the table 10 the results of regression testing can be seen the value of $t_{\text{value}} = 2.715$ greater than $t_{\text{table}} = 1.984$, H_0 is rejected and the alternative hypothesis is accepted, it means empathy dimension a significant positive or influence toward customer loyalty.

e. Dimension tangible toward consumer loyalty

According to the table 10 the results of regression testing can be seen the value of $t_{\text{value}} = 0.857$ smaller than $t_{\text{table}} = 1.984$, then H_0 is accepted and the alternative hypothesis is rejected, meaning that the tangible dimension is not positive or not significant effect on customer loyalty.

F Test

f test aims to test whether the independent variables consisting of dimensions are *tangible*, *reliability*, *responsiveness*, *assurance*, and *empathy* jointly dependent variables can affect customer loyalty. Based on table 10, regression test results can be known value $F_{\text{value}} = 4.497$ with a significant level of 0.002 is less than 0.05. This means that the independent variables consist of dimensions *tangible*, *reliability*, *responsiveness*, *assurance*, and *empathy* simultaneously affect the dependent variable customer loyalty.

COEFFICIENT DETERMINATION (R²)

From the analysis of the data obtained values $R^2 = 0.594$, This shows the independent variables consisting of dimensions *tangible, reliability, responsiveness, assurance, and empathy* effect contributes to customer loyalty by 59.4%, while the remaining 40.6% are influenced by variables not examined.

NORMALITY TEST

Confounding variable of a regression normally required. This is to meet the zero mean. If the variables are normally distributed, then the variables studied are also normally distributed. Kolmogorov Smirnov normality results obtained significantly by 2,166 then $p > 0.05$ means that the residuals are normally distributed in the test.

MULTICOLLINEARITY TEST

Multicollinearity is a perfect linear correlation between explanatory variables and exact are included in the model (Setiaji: 2009). To test the multicollinearity cases using the collinearity diagnosis SPSS statistics shown in collinearity. With SPSS analysis it can be seen the value of variance inflation factor (VIF) as follows:

Table 2. Result of Multikolinearitas Test

Dimensions	Collinearity Statistic	
	Tolerance	VIF
Reliability	0.957	1.044
Responsiveness	0.935	1.069
Assurance	0.860	1.163
Empathy	0.736	1.358
Tangible	0.751	1.331

Source: Primary Data, 2013

Based on table 11, multicollinearity test results can be seen that each variable has a VIF value of less than 10, it can be concluded that the data in this study did not experience multicollinearity.

HETEROSCEDASTICITY TEST

Heteroscedasticity test results can be seen in Table 3.

Table 3. result of heteroscedasticity test

Dimensions	t_{value}	t_{table}	Sig
Reliability	-0.769	1.984	0.445
Responsiveness	1.345	1.984	0.184
Assurance	-0.479	1.984	0.634
Empathy	-0.593	1.984	0.556
Tangible	-3.221	1.984	0.062

Sources : Data Primer. 2013

Based on Table 12, the results can be seen heteroscedasticity t_{value} reliability dimension = -0.769, responsiveness dimension has $t_{\text{value}} = 1.345$, assurance dimension has $t_{\text{value}} = -0.479$, empathy dimension has $t_{\text{value}} = -0.593$, tangible dimension has $t_{\text{value}} = -3.221$. All of t_{value} each smaller than t_{table} so H_0 rejected, while the significance of each independent variable has $p > 0.05$ means H_0 rejected, so it was concluded that the regression is not experiencing heteroscedasticity.

DISCUSSION

Regression analysis of the results obtained values t_{value} Reliability Dimension = 2.126, Responsiveness Dimension = -1.670, Assurance Dimension = 3.894, Empathy Dimension = 2.715, and Tangible Dimension = 0.857. Value of t_{table} used = 1.984. The results showed that the Reliability dimension, Assurance dimension and Empathy has a value t_{value} greater than t_{table} . It means that the dimensions have a significant effect on customer loyalty Indosolo Motor Dealer Gemilang Surakarta.

According to Kukuh Winarso (2010), there is a positive effect of tangible dimension, assurance, responsiveness, reliability, and empathy towards customer loyalty. Nani Cesimariani (2012), suggests that the findings reliability dimensions of service quality, responsiveness, assurance is important for customer loyalty. Empathy and tangibility dimensions less important for customer loyalty.

Of the five service quality dimensions are used, assurance is the most significant dimension effect. This discovery supports the findings (Kurniasari and Hadi, 2012) which produces findings assurance is the most important dimension of service quality.

CONCLUSION

The conclusion of the discussion is based on the following:

1. Based on the coefficient of the t test, the independent variable has a value that are reliability, assurance, and empathy t_{value} more than t_{table} , thus it can be concluded that a significant effect on the dimensions of customer loyalty. Tangible dimension and responsiveness while each has value t_{value} less than t_{table} so no significant effect.
2. Assurance dimension is the dimension that affects customer loyalty and most dominant. This is evidenced by the value of the standardized coefficients for 3.894, greater than the other dimensions

SUGGESTION

1. For the PT. Indosolo Motor Gemilang Surakarta, dimensions reliability, assurance, and empathy have a significant influence on customer loyalty, then PT. Indosolo Motor Gemilang Surakarta must keep improving and attention to this dimension of customer loyalty that continues.
2. For researchers, it is better to add other variables in order to get a good result again.

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