

# **CHAPTER I**

## **INTRODUCTION**

### **A. 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.

## **B. Formulation of Problem**

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

## **C. 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.

## **D. 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.

## **E. 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