

## ABSTRAKSI

Penelitian ini bertujuan untuk mempelajari secara empirik pengaruh dari *service quality*, *customer satisfaction* dan *relationship quality* pada *customer loyalty* dan *customer commitment*. Retailer yang diteliti adalah pelanggan PT Coca-Cola Distribution Indonesia (business to business). Metode survey digunakan untuk mendapatkan data primer. 200 data responden dianalisa dengan menggunakan regresi linear dan multi regresi. Hasil penelitian menunjukkan bahwa:

1. *Service Quality* mampu memberikan kontribusi pada variabel *Relationship quality* sebagai variabel terikat sebesar 12,4%. sedangkan sisanya sebesar 87,6% dipengaruhi oleh faktor-faktor lain yang tidak dimasukkan dalam model penelitian ini.
2. *Reliability, responsiveness, assurance, empathy, tangible* sebagai variabel bebas mampu menjelaskan *customer satisfaction* sebagai variabel terikat sebesar 30%. Sedangkan 70% sisanya dipengaruhi oleh variabel lain.
3. *Customer satisfaction* sebagai variabel bebas mampu menjelaskan *relationship quality* sebagai variabel terikat sebesar 57%, sisanya sebesar 43% dipengaruhi oleh faktor-faktor lain.
4. *Relationship quality* sebagai variabel bebas mampu menjelaskan *Customer Loyalty* sebagai variabel terikat sebesar 66,8%, sisanya 33,2% dipengaruhi oleh faktor lain.
5. *Relationship Quality* sebagai variabel bebas mampu menjelaskan *Customer Commitment* sebagai variabel terikat sebesar 3.8%.

6. *Customer satisfaction* sebagai variabel bebas mampu menjelaskan *Customer loyalty* sebagai variabel terikat sebesar 52.8%.
7. *Customer Satisfaction* sebagai variabel bebas mampu menjelaskan *Customer Commitment* sebagai variabel terikat sebesar 0.8%. Tetapi *customer satisfaction* tidak berpengaruh terhadap *customer commitment*.

Kata-kata kunci: *kualitas pelayanan, kepuasan konsumen, kualitas hubungan, loyalitas dan komitmen*

## ABSTRACT

The objective of this research is to identify the effect of service quality, customer satisfaction and relationship quality to their customer's loyalty and customer's commitment. The observed retailers were customer of PT CCDI. Customers were asked about their perception of services given by PT CCDI and their loyalty and commitment in following time. A survey method was employed to get primary data. And 200 respondents data were analyzed by linear regression and multiple regression analysis. From the results we can conclude that customer's loyalty and customer's commitment could be increased by improving relationship quality. It was also mentioned that customer satisfaction could not affect customer's commitment. We have to add trust and satisfaction given in relationship quality to get customer commitment. Below are the summarized of Hypothesis:

1. *Service Quality* have 12.4% contribution to Relationship Quality as independent variable.
2. *Reliability, responsiveness, assurance, empathy, tangible* as independent variables contribute 30% from customer satisfaction as a dependent variable.
3. *Customer satisfaction* as independent variable give 57% contribution to *relationship quality*, thus 43% is depend on other factors.
4. *Relationship quality* as independent variable give 66,8% contribution to *customer loyalty*, thus 33,2% is depend on other factors.
5. *Relationship quality* as independent variable give 3.8% contribution to *customer commitment*.

6. *Customer satisfaction quality* as independent variable give 52.8% contribution to *Customer*.

Keywords: service quality, customer satisfaction, relationship quality, loyalty and commitment.