

## INTISARI

Penelitian ini bertujuan untuk mengukur pengaruh: (1) Orientasi pelanggan pada Kepuasan pelanggan, (2) Orientasi pelanggan pada Komitmen pelanggan, (3) Kepuasan pelanggan pada Komitmen pelanggan, (4) Orientasi pelanggan pada Retensi pelanggan, (5) Kepuasan pelanggan pada Retensi pelanggan, dan (6) Komitmen pelanggan pada Retensi pelanggan. Penelitian dilakukan di kota Yogyakarta.

Jumlah responden yang digunakan dalam penelitian ini berjumlah 150 orang, yang terdiri atas 75 orang pelanggan Rama Travel Yogyakarta, dan 75 orang pelanggan Wahana Rental VCD Yogyakarta. Pengambilan sampel dilakukan secara *non probability sampling*, karena: (1) nilai statistik variabel penelitian tidak diketahui (Aaker *et al*, 2004; 387), dan (2) elemen populasi tidak dapat ditentukan (Sekaran, 2003; 269). *Non probability sampling* yang digunakan dalam penelitian ini untuk mendapatkan anggota atau elemen sampel adalah *convenience sampling*. Instrumen penelitian yang digunakan dalam penelitian ini memodifikasi dari instrumen yang pernah digunakan oleh peneliti-peneliti sebelumnya. Sebelum digunakan, instrumen telah diuji validitas dan reliabilitasnya dengan *confirmatory factor analysis*. Pengujian hipotesis dilakukan dengan menggunakan hasil *path analysis*.

Hasil penelitian ini menunjukkan: (1) Orientasi pelanggan berpengaruh positif dan signifikan terhadap Kepuasan pelanggan ( $\gamma_{11}=0,856$ ;  $p=0,000$ ); (2) Orientasi pelanggan berpengaruh positif dan signifikan terhadap Komitmen pelanggan ( $\gamma_{21}=0,856$ ;  $p=0,000$ ); (3) Kepuasan pelanggan tidak berpengaruh signifikan terhadap Komitmen pelanggan ( $\beta_{21}=0,081$ ;  $p=0,176$ ); (4) Orientasi pelanggan berpengaruh positif terhadap Retensi pelanggan ( $\gamma_{31}=0,528$ ;  $p=0,000$ ); (5) Kepuasan pelanggan berpengaruh positif terhadap Retensi pelanggan ( $\beta_{31}=0,192$ ;  $p=0,000$ ); dan (6) Komitmen pelanggan berpengaruh positif terhadap Retensi pelanggan ( $\beta_{32}=0,296$ ;  $p=0,000$ ).

Kata kunci: *Convenience sampling*, *Confirmatory factor analysis*, *Path analysis*, Orientasi pelanggan, Komitmen pelanggan, Kepuasan pelanggan, Retensi pelanggan.

## ABSTRACT

This research aim to measure influence: (1) Customer orientation on satisfaction, (2) Customer orientation on Customer commitment, (3) Customer satisfaction on Customer commitment, (4) Customer orientation on Customer retention, (5) Customer satisfaction on Customer retention and (6) Customer commitment on Customer retention. This research is done in Yogyakarta.

Number of responders applied in this research amounts to 150 mans, which consist of 75 customer Rama Travel Yogyakarta, and 75 customer Wahana Rental VCD Yogyakarta. Sampling is done in non probability sampling, because: (1) unknown research variable statistic value (Aaker et al, 2004; 387), and ( 2) number of population element cannot be determined (Sekaran, 2003; 269). Non probability sampling applied in this research to get member or element of sample is convenience sampling. Instrument applied in this research modifies from instrument which been applied by researchers before all. Before applied, instrument has been tested its validity and reliability with confirmatory factor analysis. Examination of hypothesis has been done by using result of path analysis.

Result of this research shows: (1) Customer orientation influential positive and significance to Customer satisfaction ( $r=0,856$ ;  $p=0,000$ ); (2) Customer orientation influential positive and significance to Customer commitment ( $r=0,856$ ;  $p=0,000$ ); (3) Customer satisfaction doesn't have an effect to Customer commitment ( $r=0,081$ ;  $p=0,176$ ); (4) Customer orientation influential positive anda significance to Customer retention ( $r=0,528$ ;  $p=0,000$ ); (5) Customer satisfaction influential positive and significance to Customer retention ( $r=0,192$ ;  $p=0,000$ ); and (6) Customer commitment influential positive and significance to Customer retention ( $r=0,296$ ;  $p=0,000$ ).

**Keyword:** Convenience sampling, Confirmatory factor analysis, Path analysis, Customer orientation, Customer commitment, Customer satisfaction, Customer retention.