

ABSTRAK

Penelitian ini dimaksudkan untuk mengetahui bagaimana pengaruh sikap konsumen dan penanganan keluhan pelanggan terhadap loyalitas pelanggan dengan aspek citra perusahaan sebagai variabel mediasi. Populasi yang diteliti dalam penelitian ini adalah pelanggan Batik Bakaran di Kota Pati Jawa Tengah. Untuk besaran sampel sendiri adalah sebanyak 100 responden yang dipilih berdasarkan metode purposive sampling dan perhitungan rumus Slovin. Metode analisis data kuantitatif penelitian ini adalah analisis regresi linier berganda. Hasil pengujian hipotesis membuktikan bahwa sikap konsumen berpengaruh positif terhadap loyalitas pelanggan. Penanganan keluhan berpengaruh positif terhadap loyalitas pelanggan. Citra perusahaan berpengaruh positif terhadap loyalitas pelanggan. Sikap konsumen dan penanganan keluhan pelanggan berpengaruh positif terhadap citra perusahaan. Citra perusahaan mampu memediasi pengaruh tidak langsung antara sikap konsumen dan penanganan keluhan pelanggan terhadap loyalitas pelanggan.

Kata kunci : Sikap Konsumen, Penanganan Keluhan Pelanggan, Citra Perusahaan, Loyalitas Pelanggan.

ABSTRACT

This study is intended to identify how the influence of consumer attitudes and handling of customer complaints on customer loyalty with the aspect of corporate image as a mediating variable. The population studied in this study were Bakaran Batik customers in Pati City, Central Java. For the sample quantity itself is as many as 100 respondents who were selected based on the purposive sampling method and the calculation of the Slovin formula. The quantitative data analysis method of this study is multiple linear regression analysis. The results of hypothesis testing prove that consumer attitudes have a positive effect on customer loyalty. Complaint handling has a positive effect on customer loyalty. Company image has a positive effect on customer loyalty. Consumer attitudes and handling of customer complaints have a positive effect on company image. Company image is able to mediate the indirect influence between consumer attitudes and the handling of customer complaints on customer loyalty.

Keywords: *Consumer Attitudes, Handling of Consumer Complaints, Corporate Image, Customer loyalty.*