

ABSTRACT

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ANALYSIS OF EFFECT THE SATISFACTION OF THE CUSTOMER LOYALTY IN KARYAMEGAH ADIJAYA AND ITS REVIEW FROM ISLAMIC

xv + 91 pages, 33 tables + 2 images, and 4 attachments

Description Abstract

The purpose of this study was to determine the influence of satisfaction on Customer Loyalty In PT. Karyamegah Adijaya, as well as to determine satisfaction and Customer Loyalty In PT. Karyamegah Adijaya according to Islamic Perspective. This type of research used in this research is the study of associative, while the data collection techniques used in collecting the data was a questionnaire, the sample in this study is that consumers PT. Karyamegah Adijaya totaling 100 people. Data analysis technique used is a simple linear regression analysis, the coefficient of determination and hypothesis testing. The results showed that partially a significant difference between customer satisfaction on customer loyalty PT. Karyamegah Adijaya works, it shows if there is an increase in customer satisfaction, there will be increased as well in customer loyalty. Based on the analysis of the coefficient of determination obtained yield was 66.1% which gives a sense of scale variables influence customer satisfaction on customer loyalty PT. Karyamegah Adijaya (Y) of 66.1%. According to the Islamic view of PT. Mega works Adijaya in meeting customer satisfaction in line with the view of Islam, namely by providing gentle care, in addition to the PT. Karyamegah Adijaya provide a sense of security with gentleness. In terms of increasing customer loyalty PT. Karyamegah Adijaya not to lie or promote goods exaggerated, but in accordance with the fact that there are so creating customer loyalty, it is in line with what is stated in the Islamic Shariah.