ANALYSIS OF CUSTOMER COMPLAINT SERVICE ON CUSTOMER LOYALTY AT PT. BENIH CITRA ASIA JEMBER

Fitri Sumiarti[1], Rizal[2], Dhanang Eka Putra[2]
[1]*Postgraduate Student, State Polytechnic of Jember*
[2]*Lecturer of Postgraduate Agribusiness, State Polytechnic of Jember*

Email*: nengvhie3@gmail.com*

ABSTRACT

This study analyzes customer complaints effectively, requiring a systematic approach by categorizing complaints, assessing their frequency, understanding their context, engaging with customers, and utilizing data analysis. The research aims to identify the variables that have the most significant influence on Customer Loyalty at PT. Benih Citra Asia. The study was conducted using purposive sampling with a quantitative approach, classifying variables into independent variables (influencing variables) and dependent variables (influenced variables). The variables used are Responsiveness (X1), Assurance (X2), Empathy (X3), and Reliability (X4) toward Customer Loyalty (Y). Data were collected through interviews and open questionnaires. The method applied is multiple linear regression analysis. Multiple linear regression analysis was performed using SPSS 27 for Windows by conducting validity and reliability tests. The analytical techniques employed include classical assumption testing, multiple linear regression analysis, coefficient of determination, F-test, and T-test. The results show that, based on the T-test in the multiple regression analysis, the Responsiveness variable (X1) has a t-value < t-table (t-value = 0.679 < t-table = 1.696) with a significance probability of 0.502 > 0.05, and the Empathy variable (X3) has a t-value < t-table (t-value = -1.988 < t-table = 1.696) with a significance probability of 0.056 > 0.05. Both variables do not have a significant partial effect on Customer Loyalty (Y). Meanwhile, the Assurance variable (X2) has a t-value > t-table (t-value = 4.580 > t-table = 1.696) with a significance probability of 0.000 < 0.05, and the Reliability variable (X4) has a t-value > t-table (t-value = 2.932 > t-table = 1.696) with a significance probability of 0.006 < 0.05. Both variables have a significant partial effect on Customer Loyalty (Y). Simultaneously, the results show that F-value > F-table (F-value = 60.581 > F-table = 2.668) with a significance probability of 0.000 < 0.05, indicating that the variables Responsiveness (X1), Assurance (X2), Empathy (X3), and Reliability (X4) simultaneously have a significant effect on Customer Loyalty (Y).

Keywords : Customer Complaint Service Analysis, Customer Loyalty at PT. Benih Citra Asia, Multiple Linear Regression