

ABSTRACT

Transportation plays a very important role in human's life. The significant increasing of motorcycle selling in domestic market has encouraged the emergence of some new automotive companies which tighten the business competition. One of them is the business of motorcycle repair shop which is conducted legally and illegally which expands widely and tightens the competition. Therefore, it is very important for motorcycle service operators to maintain the relationship with the existing customers so that the company will not lose its customers.

The aim of this research is to find out the influence of Customer Delight (Justice, Esteem, Finishing Touch) to Customer Loyalty and long duration of the relationship with the company as a moderating variable of the service customers of PT. Sanggar Mas Jaya in Bandung and to propose the proper recommendation for retention program to maintain the customer loyalty to PT Sanggar Mas Jaya.

To answer that purpose, data for the research were collected through a questionnaire survey to some customers who were doing service at PT. Sanggar Mas Jaya Bandung and processed by multiple linier regression analysis with independent variables are justice, esteem, and finishing touch while the dependent variable is customer loyalty. After that, the regression model was integrated with moderate variable of long duration of the relationship with the company in order to see its influence.

The result of the analysis found that customer delight (justice, esteem, finishing touch) without variable amplifier long duration of the relationship with the company's positively related to customer loyalty. Variable duration of the relationship with the company's long proven as a related influence of customer delight (justice, esteem, and finishing touch) on customer loyalty. And also generally variable relationship with the company not directly influence customer loyalty, but only as a related/amplifier variable customer delight on customer loyalty.

Keywords: Customer delight, customer loyalty, retention program .