

ABSTRACT

Competition in service companies is increasing. The existence of very tight business competition today makes companies need a variety of fast information and accurate analytical methods. In order to retain its customers, RAD Research is one of the market research companies that offers research services with advanced technology and competitive costs. How to find out if a company has loyal customers (customer loyalty) or not, by using the Net Promoters Score (NPS) measurement. Net Promoters Score (NPS) is a score whose results reflect customer loyalty, the NPS number scale starts from 100 to 100. The purpose of this study is to measure customer loyalty to service users at RAD Research.

This study uses quantitative research methods and the instrument used is a questionnaire using the CATI method. sampling technique used was purposive sampling with the consideration that respondents were service users at RAD RESEARCH in Indonesia. because the population used is known, the sample in this study was 30 respondents. Data analysis using the Net Promoter Score (NPS) approach, NPS itself is a customer loyalty measurement method developed by Fred Reichheld. The very loyal category is indicated by the NPS value > 50 , Loyal with the NPS value $= 0 - 50$, disloyal with the NPS value < 0 .

The results of this study indicate that the RAD Research score is at 33% which indicates that the company has loyal customers. get the loyal category due to excellent work quality, work completed on time, good coordination and communication.

Keywords: Customer Loyalty, Net Promoters Score