

**PENGARUH *TIMELINESS*, *CONDITION*, DAN *AVAILABILITY*,
TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER
LOYALTY* PADA KLIK INDOMARET**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *timeliness*, *condition*, dan *availability* terhadap *customer satisfaction* dan *customer loyalty* pada Klik Indomaret. Gap terdapat pada perbedaan hasil penelitian Murfield *et al.*, (2017) meneliti *Condition* tidak berpengaruh signifikan terhadap *Customer Satisfaction*. dan Uvet (2020) memiliki hasil *Condition* berpengaruh signifikan terhadap *Customer Satisfaction*. Jenis penelitian yang digunakan adalah *basic research* dan menggunakan sumber data primer dengan melakukan penyebaran kuisioner secara *online*. Terdapat 156 responden yang mengisi kuesioner sebagai data yang akan digunakan untuk mengolah data dan untuk pengujian hipotesis yang telah dibuat. Data penelitian ini dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan *software* AMOS 22. Hasil penelitian ini menunjukkan bahwa *timeliness* berpengaruh terhadap *customer satisfaction*, *condition* berpengaruh terhadap *customer satisfaction*, *availability* berpengaruh terhadap *customer satisfaction*, *timeliness* berpengaruh terhadap *customer loyalty*, *condition* berpengaruh terhadap *customer loyalty*, *availability* tidak berpengaruh terhadap *customer loyalty*, dan *customer loyalty* berpengaruh terhadap *customer loyalty*.

Kata Kunci: *timeliness*, *condition*, *availabilty*, *customer satisfaction*, *customer loyalty*

***THE EFFECT OF TIMELINESS, CONDITION, AND AVAILABILITY
TOWARD CUSTOMER SATISFACTION AND CUSTOMER LOYALTY
ON KLIK INDOMARET***

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ABSTRACT

This study aims to determine the effect of timeliness, condition, and availability towards customer satisfaction and customer loyalty on Klik Indomaret. The gap is in the differences in the results of research by Murfield et al., (2017) examining conditions that have no significant effect on customer satisfaction and Uvet (2020) have the results that Condition has a significant effect on Customer Satisfaction. The type of research used is basic research and the use of primary data sources by distributing online questionnaires. There are 156 respondents who filled out the questionnaire as data that will be used to process the data and to test the hypotheses that have been made. The research data were analyzed using SEM (Structural Equation Modeling) with AMOS 22 software. The results of this study indicate that timeliness has an effect on customer satisfaction, condition has an effect on customer satisfaction, availability has an effect on customer satisfaction, timeliness has an effect on customer loyalty, condition has an effect on customer loyalty, availability has no effect on customer loyalty, and customer loyalty has an effect on customer loyalty.

keywords: timeliness, condition, availability, customer satisfaction, customer loyalty