

**UNDERSTANDING THE IMPACT OF AFTER-SERVICE QUALITY
TOWARDS COSTUMER LOYALTY, COMMITMENT AND REPURCHASE
INTENTION
INVESTIGATION ON HONDA JABODETABEK**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

UNDERSTANDING THE IMPACT OF AFTER-SERVICE QUALITY TOWARDS COSTUMER LOYALTY , COMMITMENT AND REPURCHASE INTENTION INVESTIGATION ON HONDA JABODETABEK

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This research seeks to comprehend the connection between behavioral (i.e. service quality) and affective (i.e. customer loyalty, commitment and repurchase intention) assessment of clients of Honda car workshop in jabodetabek. It also explores the connection between the affective assessment and the results of customer loyalty. The research takes into consideration of service quality in Honda repair shop on customer loyalty. Honda looks like never had a good position based customer service index since 2013, regarding this result Honda need to find variables that capable to bring Honda a better position. Service quality was discovered to have a positive influence on the affective and cognitive assessments of clients, including loyalty, commitment and repurchase intention. Through quantitative method, data will be gathered and processed with SPSS. Strategic implication and further recommendation for next study is based on the result of this research

Keywords: After-service quality, Customer Loyalty, Commitment, Repurchase Intention, Automotive



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DEDICATION

I dedicate this research to my parents that spent most of their money and energy for myself



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