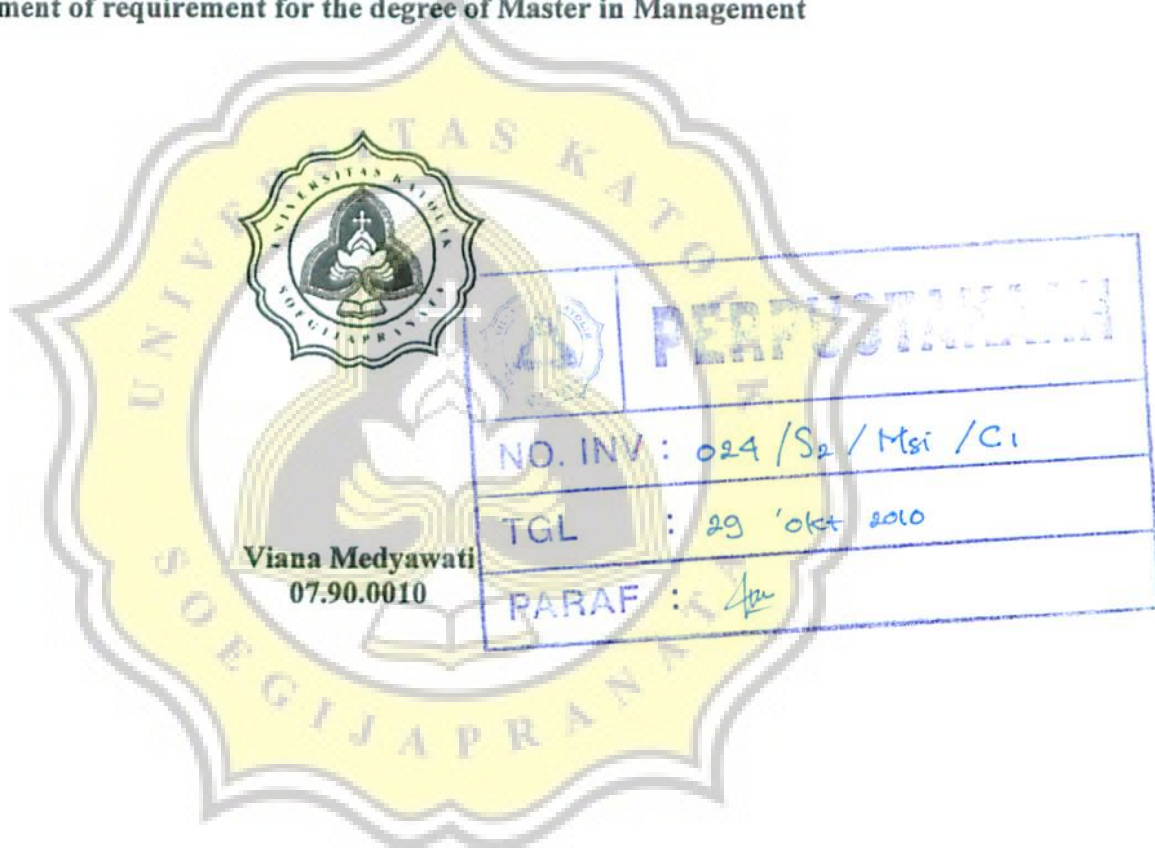


**ANALYSIS FACTOR INFLUENCING CUSTOMER LOYALTY OF
PHARMACEUTICAL DISTRIBUTOR TOWARD
CITRA JANANURAGA INCORPORATION, SEMARANG**

THESIS

**Submitted to the Graduate School of Management in Partial
fulfillment of requirement for the degree of Master in Management**



**POST GRADUATE PROGRAM
MASTER IN MANAGEMENT
SOEGIJAPRANATA CATHOLIC UNIVERSITY SEMARANG
2010**



PERNYATAAN KEASLIAN TESIS

Saya yang bertandatangan di bawah ini:

NAMA : Viana Medyawati

NIM : 07.90.0010

Program Studi : Program Pascasarjana Manajemen

Bidang Konsentrasi : Manajemen Strategi

Dengan Judul :

**ANALYSIS FACTOR INFLUENCING CUSTOMER LOYALTY
OF PHARMACEUTICAL DISTRIBUTOR TOWARD
CITRA JANANURAGA INCORPORATION, SEMARANG**

Menyatakan bahwa tesis ini adalah hasil karya saya sendiri, dan apabila di kemudian hari ditemukan adanya bukti plagiasi, manipulasi dan/ atau pemalsuan data maupun bentuk-bentuk kecurangan yang lain, saya bersedia untuk menerima sanksi dari Program Pascasarjana Magister Sains Manajemen Universitas Katolik Soegijapranata Semarang.

Semarang Juli 2010



Viana Medyawati

PAGE OF APPROVAL

Name : Viana Medyawati Hadimaryono
Student I.D. : 07 90 0010
Program : Graduate Program of Management
Degree : Master of Management
Major : Management of Strategy
Research Title :

**ANALYSIS FACTOR INFLUENCING CUSTOMER LOYALTY OF
PHARMACEUTICAL DISTRIBUTOR TOWARD CITRA JANANURAGA
INCORPORATION, SEMARANG**

Advisor I : Dr. Ben Karno Budi P

Advisor II : Rudi Elyadi, SE., MM

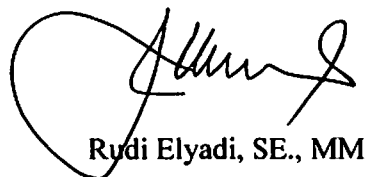
Semarang, July 2010

Approved by,

Advisor I:

Advisor II:

Dr. Ben Karno Budi P



Rudi Elyadi, SE., MM



UNIVERSITAS KATOLIK SOEGIJAPRANATA
PROGRAM STUDI PASCASARJANA MANAJEMEN

Jl. Pawiyatan Luhur IV/1 Semarang, 50234 Telp. 8316142 – 8441555 (Hunting) pesawat 201 - 202
Fax. 8415429-8445265 Http:// www.unika.ac.id E-Mail: pasca@unika.ac.id Po.Box 8033/SM
Badan Hukum : Yayasan Sandjojo

HALAMAN PENGESAHAN TUGAS AKHIR

JUDUL TUGAS AKHIR : A Case Study At Pharmaceutical Distributor Of Citra Jananuraga Inc., Semarang

N A M A : Viana Medyawati HM
N I M : 07.90.0010
Program Studi : Program Studi Pascasarjana Manajemen
Bidang Konsentrasi : Manajemen Strategik

Telah diterima dan diuji dalam Seminar Tugas Akhir pada :

Hari : Jumat
Tanggal : 11 Juni 2010
Hasil Penilaian : AB
Predikat Kelulusan : Sangat baik

Yang bertanda tangan dibawah ini :

Koordinator Penguji,

(Prof. Vincent Didiek Wiet Aryanto, MBM., Ph.D)

Anggota Penguji,

(Thomas Budi Santoso, Ed.D)

Pembimbing I,

(Dr. Ben Karno Budi Prasetyo)

Pembimbing II,

(Rudi Elyadi, SE., MM)

Mengetahui

Ketua Program Studi Pascasarjana Manajemen

(Thomas Budi Santoso, Ed.D)

ACKNOWLEDGEMENT

Without those whom support, this research will never be done. For that, allow me to convey my deepest and sincere gratitude to all whom had given their supports upon this research. First of all, thank you God for the chance to complete my study at Soegijapranata Catholic University. To my parents (in law) and family whom always gave their full support upon my struggle. Specially For my beloved husband *Agus sutanto* and my lovely daughter *Carissa*, thank you for your love. For Mr. Rudy Elyadi, SE.MM. and Dr. Ben Karno P as my advisors whom share their know ledges and times for assisting this research. To committee of examination, Prof. Vincent Didiel wiet Aryanto, MBM., Ph.D and Mr. Thomas Budi Santoso, Ed.D, whom have made this research complete with their recommendation.

Nevertheless my all friends whom share their times, laughter, and supportive idea that made me able to go through the hardest moment in this research.

Deepest and sincere apologies for those who are unmentioned in this research. Although their names unmentioned, their supportive acts had made this research to be able to gain its completion. Gratitude and most appreciations for those who have contributed within this research. To all who read this research, thank you for your sparing times and attention for reading this research. Hopefully this research is able to contribute more in science and broaden another point of view which can be useful for human lives.

ABSTRACT

The title of this research is a case study at pharmaceutical distributor of Citra Jananuraga Incorporation, Semarang analyzing the factors influencing customer loyalty. This study aims to find the perception of the respondents regarding the factors influencing the customer loyalty and the significant factors influencing the customer loyalty to Citra Incorporation. At the end of this study, the researcher is able to formulate the strategies to increase the customer loyalty to Citra Incorporation. Type of the data used is primary data collected from the 33 pharmacies of Citra Incorporation. in Central part of Semarang. The technique of collecting the sample in this research is Purposive Quota Sampling. The questionnaires of 20 questions were used to get the responds from respondents. The technique of data analysis consists of validity and reliability test, and finally the analysis instruments used are descriptive and inferential analysis. The descriptive analysis is for defining the descriptive statistic measurement as simple and complete as possible and inferential analysis is for taking conclusion or decision of a research based on samples of data. The respondents agreed that the facilities of Citra Incorporation. are good; the medicine is legal, the name is well-known, the services are good, the relationship between the owner or sales force and the customers is close, and the competency of the sales forces is also good. The inferential analysis by factor analysis shows that the most to the least influencing factors toward customer loyalty in Citra Incorporation. are communication, superiority, performance, product completeness, and services of Citra Incorporation. The factors were all included in marketing mix to develop customer loyalty Eventually communication in terms of good relationship between the owner and the sales force and the time flexibility of the sales forces are the most important factor to have customer loyalty in Citra Jananuraga Incorporation, Semarang.

Table of Contents

PAGE OF TITLE	i
PAGE OF APPROVAL.....	ii
ACKNOWLEDGEMENT.....	ii
ABSTRACT.....	iii
TABLE OF CONTENT (S)	iv
LIST OF TABLE (S)	vi
LIST OF FIGURE (S)	vi
LIST OF ATTACHMENT.....	vi
CHAPTER I. INTRODUCTION	
A. Background of The Study	1
B. Statement of The Problem.....	5
C. Objectives of The Study.....	6
CHAPTER II. BACKGROUND OF PROBLEM SOLVING	
A. Review of Literature	8
A.1. Customer Loyalty	8
A.2. Factors influencing customer decision	13
A.3. Marketing Mix	14
A.4.1. Product	15
A.4.2. Promotion	16
A.4.3. Place	16
A.4.5. Price	17
A.4. Strategy of Marketing Mix	17

B. Methods of Problem Solving	19
C. Concept and Operational Definition	22

CHAPTER III. COMPANY PROFILE

A. The History of the Company	25
B. The Scope of Business	26
C. The Purpose of the Company	26
D. Organizational Structure.....	27
E. Staff (Human, Technology, asset)	28
F. The Process of the Business	28
G. The challenge of the Business	30

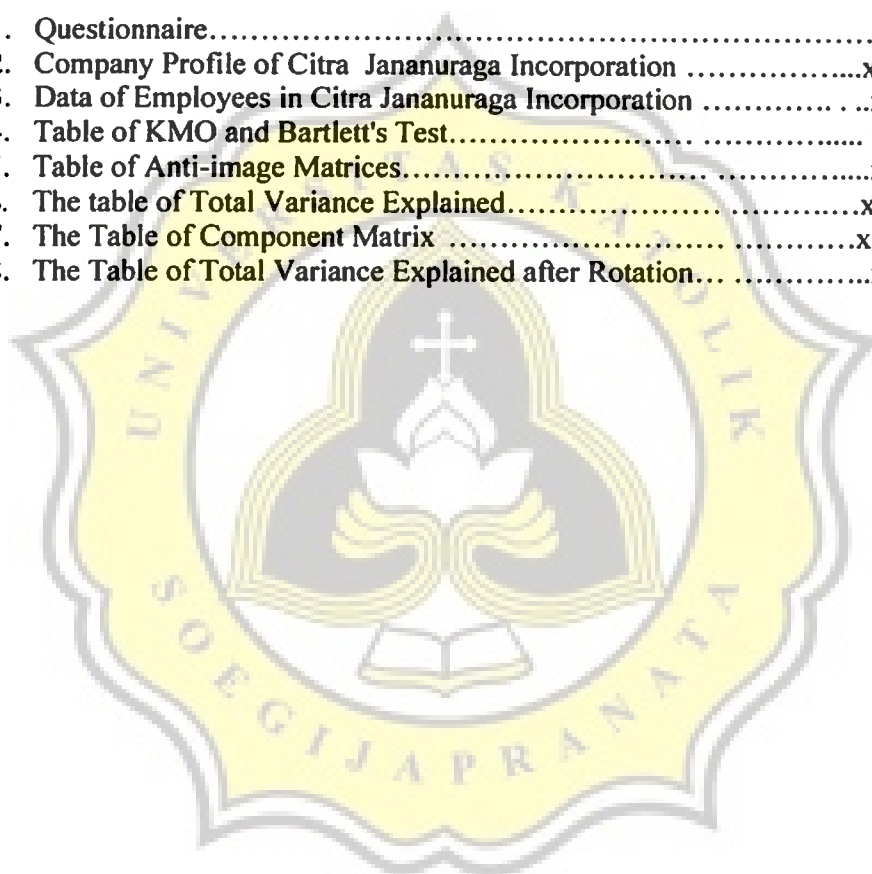
CHAPTER IV RESEARCH METHOD

A. Determination of Problem scope of the object	32
B. Data Collecting	33
B.1. Type and Source of the Data	33
B.2. Instrument of Data Collecting	33
B.3. Technique of Data Collecting.....	35
C. Technique of Data Analysis	36
C.1. Research Instrument.....	36
C.2. Analysis Instrument	39

CHAPTER V. RESULTS AND DISCUSSIONS

A. The Respondents	45
B. The perception of the respondents to the factors influencing the customer loyalty to Citra Inc.....	51
C. The significant factors influencing the customer loyalty to Citra Inc.,.....	55
D. Strategies to Build Customer Loyalty.....	66

CHAPTER VI. CONCLUSIONS AND RECOMMENDATIONS.....	69
A. Conclusion.....	69
B. Recommendation.....	70
REFERENCES.....	vii
PAGE OF STATEMENT	ix
APENDICIES	
1. Questionnaire.....	x
2. Company Profile of Citra Jananuraga Incorporation	xiii
3. Data of Employees in Citra Jananuraga Incorporation	xv
4. Table of KMO and Bartlett's Test.....	xv
5. Table of Anti-image Matrices.....	xvi
6. The table of Total Variance Explained.....	xvii
7. The Table of Component Matrix	xviii
8. The Table of Total Variance Explained after Rotation.....	xix



LIST OF TABLES

TABLE 1: Data of Customers in Central part of Semarang of Citra Jananuraga Incorporation in July 2009	4
TABLE 2: Sales record of Citra Jananuraga Incorporation.: January – May 2009	30
TABLE 3: Validity statistic Table.....	37
TABLE 4: Reliability Statistic Table.....	38
TABLE 5: The Duration to be Customers.....	45
TABLE 6: The Ordering Interval of Customers.....	47
TABLE 7: The Way to Know Citra Inc.	48
TABLE 8: The Type of Medicine Frequently Ordered.....	50
TABLE 9: The Respondent Perception toward the Factors of Loyalty.....	52
TABLE 10: Total Variance Explained Table.....	57
TABLE 11: Rotated Component Matrix.....	58
TABLE 12: Table of Interpretation & Naming the Factors.....	59

LIST OF FIGURES

FIGURE 1: Component of Marketing Mix	14
FIGURE 2: Strategy of Marketing Mix.....	18
FIGURE 3: Strategy of Marketing Mix on communication	18
FIGURE 4: Research Framework.....	20
FIGURE 5: Organizational Structure of Citra Jananuraga Incorporation	27
FIGURE 6: Distribution Channel of Citra Jananuraga Incorporation	29
FIGURE 7: Operational Process of Citra Jananuraga Incorporation	30
FIGURE 8: Methods of Problem Solving	43

LIST OF GLOSSARY

Pharmacy: Apotik

Drugs and food control department: Balai Pemeriksa Obat-obatan dan Makanan

Over The Counter: Obat bebas