**PENGARUH SUMBER DAYA INTI, SUMBER DAYA KRITIKAL, MARKET BASED TERHADAP NILAI PELANGGAN DAN KEPUASAN PELANGGAN SERTA IMPLIKASINYA PADA LOYALITAS PELANGGAN PADA UMKM PRODUK GULA AREN.**

**THE INFLUENCE OF CORE RESOURCES, CRITICAL RESOURCES, MARKET BASED ON CUSTOMER VALUES AND CUSTOMER SATISFACTION AND THEIR IMPLICATIONS ON CUSTOMER LOYALTY IN SMES OF PALM SUGAR PRODUCTS.**

**JURNAL DISERTASI**

Untuk Memenuhi Salah Satu Syarat Sidang Disertasi Guna Memperoleh Gelar Doktor Pada Program Ilmu Manajemen Konsentrasi Manajemen Pemasaran

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# *ABSTRACT*

*The Influence of Core Resources, Critical Resources, Market Based on Customer Values ​​and Customer Satisfaction and Its Implications on Customer Loyalty in UMKM Palm Sugar Products with supervisor Prof. Dr. H. Sucherly, SE., MS as Chair of the Promoter Team and Dr. H. Juanim, SE., M.Sc. as Co Promoter*

 *Increasing demand for palm sugar from domestic can be seen in the consumption of brown sugar (including palm sugar in it) in Indonesia which has increased every year. This increase is in line with the increase in population and national income. During the period of 2011-2015 the population growth rate was 1.49 percent per year on average and an increase in national income on average per year reached 5.2 percent. The development of perceptions in the community regarding the quality of palm sugar products (domestic production) is lower than imported products (refined sugar or sugar packaged products abroad) resulting in not significantly increasing consumption of palm sugar in Indonesia.*

*This study aims to find alternative solutions through extracting and assessing data and information about structural influences between Market-Based Resources, Customer Values, Customer Satisfaction and Customer Loyalty of Palm Sugar Products.*

*The research method used is descriptive and causal method where the data analysis uses Structural Equation Modeling. The primary data was collected through a survey of SME (Small and Medium Enterprises) palm sugar products in West Bandung, Cianjur, Sukabumi, Garut, and Banten as many as 300 people.
The results of the study show that to increase customer loyalty of palm sugar, businesses must be able to develop market-based resources, followed by customer value and superior customer satisfaction. Thus finally it will be able to increase theCustomer Share and Customer Loyalty of palm sugar.*

*Keywords: Market-Based Resources, Customer Value, Customer Satisfaction, Customer Loyalty, Palm Sugar*

# *ABSTRAK*

Pengaruh Sumber Daya Inti, Sumber Daya Kritikal, Market Based Terhadap Nilai Pelanggan Dan Kepuasan Pelanggan Serta Implikasinya pada Loyalitas Pelanggan Pada UMKM Produk Gula Aren dengan pembimbing Prof. Dr. H. Sucherly, SE., MS selaku Ketua Tim Promotor dan Dr. H. Juanim, SE., M.Si. selaku Ko Promotor

Peningkatan permintaan gula aren dari dalam negeri dapat terlihat pada konsumsi gula merah (termasuk gula aren di dalamnya) di Indonesia yang mengalami kenaikan setiap tahun. Peningkatan tersebut seiring dengan peningkatan jumlah penduduk dan pendapatan nasional. Selama kurun waktu 2011-2015 laju pertumbuhan penduduk sebesar rata-rata per tahun sebesar 1,49 persen dan peningkatan pendapatan nasional rata-rata per tahun mencapai 5,2 persen. Berkembangnya persepsi di masyarakat mengenai kualitas produk gula aren (produksi dalam negeri) lebih rendah dari pada produk import (gula rafinasi atau gula kemasan produk luar negeri) mengakibatkan tidak meningkatnya secara signifikan konsumsi gula aren di Indonesia.

Penelitian ini bertujuan menemukan alternatif model solusi melalui penggalian dan pengkajian data dan informasi tentang pengaruh struktural antara variabel Sumber Daya yang Berbasis Pasar, Nilai Pelanggan, Kepuasan Pelanggan Serta Loyalitas Pelanggan Produk Gula aren. Metode penelitian yang dipakai adalah metode deskriptif dan kausal dimana analisa datanya menggunakan *Structural Equation Modeling*. Data primer dikumpulkan melalui survei pelaku UKM (Usaha Kecil Menengah) produk gula aren di wilayah Bandung Barat, Cianjur, Sukabumi, Garut, dan Banten sebanyak 300 orang.

Hasil penelitian menunjukkan bahwa untuk meningkatkan Loyalitas Pelanggan gula aren maka pelaku usaha harus dapat pengembangan pada sumber daya yang berbasis pasar, diikuti dengan nilai pelanggan dan kepuasan pelanggan yang superior. Dengan demikian akhirnya akan mampu meningkatkan Pangsa Pelanggan dan Loyalitas Pelanggan gula aren.

Kata Kunci: Sumber Daya yang Berbasis Pasar, Nilai Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan, Gula Aren

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