

# Analisis pengaruh faktor inovasi dan quality of service terhadap customer loyalty di perusahaan telekomunikasi dengan metode structural equation modeling = The effect analysis of innovation and quality of service factors to customer loyalty in Indonesian telecommunication company by using structural equation modeling method

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh faktor-faktor inovasi dan quality of service terhadap loyalitas pelanggan pada PT Indosat Tbk., PT Telkomsel, dan PT XL Axiata. Faktor inovasi yang digunakan yaitu inovasi produk, layanan, teknologi, dan pemasaran. Faktor quality of service yang digunakan yaitu kualitas jaringan, jangkauan, kejernihan suara, data transfer, dan customer service. Sedangkan loyalitas pelanggan tersusun dari beberapa variabel, yaitu customer expectation, perceived value, corporate image, perceived ease of use, customer satisfaction, customer trust, customer commitment, customer complaint, dan customer loyalty. Dengan menggunakan Structural Equation Modeling (SEM) didapatkan bahwa ternyata faktor inovasi dan quality of service tidak memiliki pengaruh langsung yang signifikan terhadap loyalitas pelanggan, namun tetap memiliki pengaruh tidak langsung yang signifikan melalui pengaruhnya terhadap loyalitas, melalui anteseden seperti customer commitment, customer trust, dan customer satisfaction.

.....This study aimed to investigate the influence of innovation and quality of service factors to customer loyalty in the telecommunication companies. Telecommunication companies which become object of the research is PT Indosat Tbk., PT Telkomsel, and PT XL Axiata. Innovation factors which used are being viewed from product, service, technology, and marketing innovation. Quality of service factors which used are being viewed from network, coverage, voice limpidity, data transfer rate, and customer service quality. While customer loyalty is composed of several antecedents, namely customer expectation, perceived quality, perceived value, corporate image, perceived ease of use, customer satisfaction, customer trust, customer commitment, customer complaint, and customer loyalty. Structural Equation Modeling (SEM) using showed that in fact innovation factors has no significant direct influence on customer loyalty, but still has indirect effect through its influence on the antecedents of loyalty, as customer commitment, customer trust, and customer satisfaction.