

Analisis pengaruh Service Quality (Technical and Functional Quality), Relationship Quality (Trust dan Commitment) terhadap Satisfaction (kepuasan) dan Loyalty (loyalitas) pelanggan : studi kasus pada PT. Hutchison CP Telecommunications = Analysis Service Quality (Technical and Functional Quality), Relationship Quality (Trust and commitment) of satisfaction and loyalty : case study PT. Hutchison CP Telecommunications / Adindha Anindhya Prameswari

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Abstrak

ABSTRAK

Tesis ini membahas mengenai pengaruh service quality (technical and functional quality), relationship satisfaction (trust dan commitment) terhadap satisfaction (kepuasan) dan loyalty (loyalitas) pada retailer provider kartu 3 (Tri), Kepercayaan yang baik di mata konsumen dibutuhkan para provider untuk membangkitkan kepuasan pelanggan terhadap provider. Menurut Tjiptono (2005), kualitas pelayanan adalah tingkat keunggulan yang diharapkan dan pengendalian atas tingkat keunggulan tersebut untuk memenuhi keinginan pelanggan. Penelitian ini dilakukan secara kualitatif yang dibangun berdasarkan penelitian sebelumnya dari Ruben Chumpitaz Service quality, relationship satisfaction, trust, commitment and business –to- business loyalty (2006). Dari hasil penelitian didapatkan adanya pengaruh antara service quality (technical and functional quality), relationship satisfaction (trust dan commitment) terhadap satisfaction (kepuasan) dan loyalty (loyalitas). Diharapkan dengan penelitian ini provider Tri dapat terus meningkatkan customer satisfaction agar dapat meningkatkan loyalty dari pelanggan.

ABSTRACT

This thesis highlights the importance of the effect of service quality (Technical and Functional Quality), Relationship Quality (Trust and Commitment) of Satisfaction and Loyalty of Tri's Retailer. Every company needs to build believe in order to get customer satisfaction. PT. Hutchison CP Telecommunications (Tri) has given the best to its customers. According to Tjiptono (2005), service quality is the level of excellence expected and control over the level of excellence to meet the customer. The research was conducted qualitatively based on previous studies of Ruben Chumpitaz Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty (2006). From the results, there is influence of service quality (technical and functional quality), relationship satisfaction (trust and commitment) to the satisfaction and loyalty. Hopefully with this finding that Tri could improve customer satisfaction which makes the level of customer more

loyal to Tri.