

Pengaruh persepsi kualitas pelayanan, citra perusahaan, kepercayaan, dan persepsi biaya berpindah terhadap loyalitas pelanggan pada pengguna Kartu Seluler Esia di DKI Jakarta

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Abstrak

Perkembangan dan pertumbuhan industri telekomunikasi di Indonesia dalam sepuluh tahun terakhir menunjukkan kecenderungan meningkat setiap tahunnya. Penelitian ini secara umum ingin melihat pengaruh antara pelanggan dan penyelenggara layanan, terkait dengan loyalitas pelanggan. Secara khusus tujuan penelitian ini untuk mengetahui pengaruh persepsi kualitas pelayanan terhadap citra perusahaan, pengaruh persepsi kualitas pelayanan terhadap kepercayaan, pengaruh persepsi kualitas pelayanan terhadap biaya berpindah, pengaruh kepercayaan terhadap persepsi biaya berpindah dan pengaruh persepsi kualitas pelayanan, citra perusahaan, kepercayaan dan persepsi biaya berpindah terhadap loyalitas pelanggan. Responden dalam penelitian ini adalah pengguna kartu seluler Esia di DKI Jakarta. Setelah data terkumpul, kemudian data dianalisis menggunakan Structural Equation Model.

Hasil penelitian membuktikan bahwa terdapat pengaruh positif antara persepsi kualitas pelayanan terhadap citra perusahaan, kepercayaan dan persepsi biaya berpindah. Hasil penelitian ini juga menunjukkan bahwa terdapat pengaruh positif kepercayaan terhadap persepsi biaya berpindah dan tidak terdapat pengaruh positif persepsi kualitas pelayanan terhadap loyalitas pelanggan. Selain itu juga terdapat pengaruh positif citra perusahaan, kepercayaan dan persepsi biaya berpindah terhadap loyalitas pelanggan.

Penelitian ini diharapkan dapat memberikan masukan dan implikasi manajerial kepada PT Bakrie Telecom Tbk sebagai pemilik brand Esia untuk melakukan strategi pemasaran yang berbeda dibandingkan dengan kompetitornya. Strategi talk time merupakan keunggulan kompetitif yang harus terus dikembangkan untuk memikat pelanggan baru. Sedangkan keterbatasan area jangkauan (coverage area) merupakan persoalan mendasar yang harus segera diselesaikan karena berimplikasi terhadap kualitas pelayanan terhadap pelanggan dan target memperbesar pangsa pasar yang ditetapkan manajemen. Terus membangun dan mengembangkan citra merek Esia merupakan tugas manajemen yang tidak dapat diabaikan dalam industri telekomunikasi yang semakin kompetitif.

<hr>The development and the growth of telecommunication industries in Indonesia within the last ten years is relatively increasing every year. Generally, this research aim to see the relationship between the customer and the service provider in term of its customer loyalty. Specifically, the purpose of this research is to see the relationship of perceived service quality to corporate image, the relationship of perceived service quality to trust, the relationship of perceived service quality to perceived switching cost and the relationship of the trust to the perceived switching cost and the relationship of perceived service quality, corporate image, trust and perceived switching cost to customer loyalty. The respondent of this research are the user of Esia 's cellular card in DKI Jakarta, After data being collected, it were than analyzed using the Structural Equation Model (SEM).

The result of the research proved that there is a positive relationship between the perceived of services quality to the corporate image, trust and perceived of switching cost. The result of this research also shown that there is a positive relationship of the trust to the perceived of switching cost but there is no positive relationship on

perceive of services quality to the customer loyalty. On top of that, there is also a positive relationship between the corporate image, trust and the perceive of switching cost to the customer loyalty.

The purpose of this research are to provide input and managerial implication to PT Bakrie Telecom, Tbk as the owner of Esia 's brand, to do different marketing strategy comparing to its competitors. Talk time strategy is the competitive advantage that has to be developed to attract the new customer. While, the limitation of coverage area is the basic problem that has to be solved, because it will influence to the service quality of the customer and target to enlarge the market share that has been stated by the management. Keep developing and growing the brand image of Esia is the management responsibility that can not be ignored in the more competitive telecommunication industries.