

Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas pelanggan (studi pada pelanggan telkomsel terkait kasus pencurian pulsa aktivasi RBT) = Quality service and satisfaction customer loyalty studies in telkomsel RBT subscriber / Tris Finalia

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Abstrak

[ABSTRAK

RBT (Nada Sambung Pribadi) adalah produk layanan berupa nilai tambah yang disediakan oleh perusahaan telekomunikasi bagi pelanggannya, dalam hal ini Telkomsel. Aktivitas promosi yang dilakukan terhadap produk RBT seringkali mengelabui pelanggan, hingga pelanggan secara tidak sadar mengalami kerugian akibat pulsanya berkurang tanpa disadari. Konsekuensi dari kondisi tersebut adalah pengajuan komplain oleh pelanggan kepada perusahaan telekomunikasi. Penelitian ini akan melihat bagaimana pelayanan yang dilakukan oleh Telkomsel dalam menanggapi komplain yang dilakukan oleh pelanggan, sehingga dapat membentuk kepercayaan dan loyalitas pelanggan.

Penelitian ini menggunakan metode Struktural Equation Model (SEM) dalam analisisnya dengan bantuan software SPSS AMOS 22. Penggunaan Struktural Equation Model memungkinkan peneliti melakukan modifikasi terhadap model awal sesuai dengan karakter responden yang menjadi objek penelitian. Hasil penelitian menunjukkan adanya hubungan yang signifikan antara Kualitas Pelayanan terhadap Kepuasan Pelanggan, dan hubungan yang juga signifikan antara Kepuasan Pelanggan terhadap Loyalitas Pelanggan, namun mengugurkan kesimpulan adanya hubungan langsung antara Kualitas Pelayanan terhadap Loyalitas Pelanggan.

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ABSTRACT

RBT (Ring Back Tone) is a value added services product that provide by telecommunication company, in this case Telkomsel. Promotional activities conducted on RBT products often deceive customers, to customers unknowingly suffer losses due to reduced pulse unnoticed. Consequences of these conditions is filing a complaint by the customer to the telecommunications company. This study will look at how the service performed by Telkomsel in response to complaints made by customers, so as to establish the trust and loyalty of customers.

This study uses Structural Equation Model (SEM) in its analysis with SPSS AMOS 22. Use of Structural Equation Model allows researchers to make modifications to the initial model in accordance with the character of respondents who becomes the object of research.

The results showed a significant relationship between the Quality of Service to Customer Satisfaction, and also a significant relationship between Customer Satisfaction to Customer Loyalty, however dispute conclusion of a direct link between the Quality of Service to Customer Loyalty, RBT (Ring Back Tone) is a value added services product that provide by

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