

Strategi peningkatan loyalitas pelanggan internet service provider dalam menggunakan layanan fixed broadband internet = Strategy to increase customer loyalty of internet service provider in using fixed broadband internet services

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Abstrak

Kebutuhan akan koneksi internet yang cepat dan stabil dengan waktu penggunaan yang lama membuat pasar jasa internet di Indonesia semakin berkembang. Dengan perkembangan tersebut, kompetisi antar perusahaan Internet Service Provider khususnya pada layanan Fixed Broadband Internet semakin ketat sehingga dapat memicu timbulnya kemungkinan peralihan pelanggan ke perusahaan Internet Service Provider lain. Maka dari itu, para perusahaan Internet Service Provider membutuhkan strategi yang kuat untuk meningkatkan kepuasan dan kelayalitan pelanggan. Dalam pembuatan strategi tersebut, diteliti pengaruh variabel Service Quality, Perceived Value, Corporate Image, Trust, Switching Cost, dan Customer Satisfaction terhadap loyalitas pelanggan. Selain itu, digunakan Importance-Satisfaction Analysis untuk mendapatkan strategi beserta prioritas pelaksanaannya. Hasil penelitian ini merupakan strategi bagi dua perusahaan Internet Service Provider terbesar di Indonesia dalam meningkatkan loyalitas pelanggan.

.....The needs for a fast and stable Internet connection with a long usage time resulting in a rapidly growing fixed broadband Internet market in Indonesia. This makes the competition among Internet Service Providers especially on fixed broadband Internet services is getting intense so that it can trigger the possibility of customer to switch to another Internet Service Providers. Therefore, Internet Service Providers needs a strong strategy to increase customer satisfaction and customer loyalty. To create such strategy, this research examines the impact of Service Quality, Perceived Value, Corporate Image, Trust, Switching Cost, and Customer Satisfaction on Customer Loyalty. Importance Satisfaction Analysis method is also used to obtain some strategies along with its execution priority. The results of this research is a strategy for the two largest Internet Service Providers in Indonesia in order to improve their customer loyalty.