

Customer loyalty pada fixed-broadband internet service provider: studi pada Indihome = Customer loyalty on fixed-broadband internet service provider: study of Indihome

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Abstrak

Jumlah pengguna internet selalu bertambah setiap tahunnya. Banyak perusahaan internet service provider (ISP) yang senantiasa menjaga base customer agar tidak berpindah ke provider kompetitor lain. Banyak hal yang dapat mempengaruhi tingkat loyalitas pelanggan terhadap provider. Model kerangka konseptual pada penelitian ini berfokus pada tiga hal, yaitu dimensi service quality pada ISP, cognitive dan affective evaluations, dan loyalitas sebagai output pada penelitian ini. Penelitian ini bersifat kuantitatif, dengan menggunakan metode survey secara online via google docs untuk mendapatkan data 10 konstruk yang ada pada conceptual model. Responden yang dipilih adalah responden pengguna internet Indihome. Terdapat 476 data untuk dilakukan dianalisis lebih lanjut. Hubungan antar berbagai konstruk pada conceptual model kemudian diuji Confirmatory Factor Analysis (CFA) dan Structural Equation Modeling (SEM). Network quality menduduki peringkat pertama yang mempengaruhi ISPs service quality, ISPs service quality berpengaruh signifikan dan positif terhadap cognitive dan affective evaluation, cognitive dan affective evaluation berpengaruh signifikan dan positif terhadap customer loyalty, serta customer commitment berpengaruh paling dominan dalam memediasi hubungan antara ISPs service quality terhadap customer loyalty.

.....The number of internet users is always increasing by years. Many internet service provider (ISP) companies are always looking after their customer base in order to make them will not switch to other competitos providers. Many factors can affect loyalty to the provider. The conceptual framework model in this study focuses on three key areas, (1) the dimensions of service quality in ISPs, (2) cognitive and affective evaluations, and (3) loyalty as an output in this study. This research is quantitative study, using online survey methods via Google Docs to obtain data on 10 constructs in the proposed conceptual model. The selected respondents were Indihome internet user. During the test, 476 data were obtained to further analysis. The relationship between various constructs in the conceptual model were tested using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The findings confirm that network quality is the first rank on ISPs service quality, ISPs service quality has a significant and positive effect on cognitive & affective evaluation, cognitive & affective evaluation have a significant and positive effect on customer loyalty and customer commitment is the highest effect on mediating the relationship between ISPs service quality and customer loyalty.