

ABSTRAK

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ANALISIS PENGARUH *SERVICE QUALITY*, *PRICES*, *EMPLOYEES*, DAN *PHYSICAL EVIDENCE* TERHADAP *CUSTOMER SATIFICATION* DAN PADA AKHIRNYA *CUSTOMER LOYALTY* PELANGGAN TELKOMSEL DI SURABAYA

(131 halaman; 20 gambar; 34 tabel; 11 lampiran)

Persaingan yang semakin ketat pada provider telepon seluler mengharuskan setiap provider mampu membangun loyalitas. Upaya untuk mampu membangun loyalitas didasarkan oleh tingkat kepuasan pelanggan, dan untuk membangun kepuasan pelanggan maka *service quality*, harga, karyawan, dan bukti fisik perlu untuk terus ditingkatkan. Tujuan penelitian ini adalah untuk menjelaskan pengaruh *service quality*, harga, karyawan, dan bukti fisik terhadap kepuasan pelanggan dan loyalitas pelanggan.

Penelitian adalah penelitian kausal. Variabel penelitian meliputi variabel bebas, yaitu: *service quality*, *price*, *karyawan*, dan *bukti fisik*. Sedangkan variabel laten endogen meliputi: *customer satisfaction* dan *customer loyalty*. Sampel penelitian sebanyak 100 sampel. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda dengan program AMOS.

Temuan dalam penelitian ini menunjukkan bahwa: *service quality* tidak berpengaruh secara terhadap *customer satisfaction*. *Price*, *employees*, dan *physical evidence* secara signifikan mempengaruhi *customer satisfaction*. *Customer satisfaction* secara signifikan mempengaruhi *customer loyalty*.

Kata Kunci: Service Quality, Price, Employees, Physical Evidence, Customer Satisfaction, Customer Loyalty, Telkomsel

ABSTRACT

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ANALYSIS OF THE EFFECT SERVICE QUALITY, PRICES, EMPLOYEES, AND PHYSICAL EVIDENCE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT TELKOMSEL'S CUSTOMER IN SURABAYA
(131 pages; 20 figures; 34 table; 11 appendixs)

Increasingly tight competition among cellular phone providers requires that each provider be able to build loyalty. Efforts to be able to build loyalty are based on the level of customer satisfaction, and to build customer satisfaction, service quality, prices, employees, and physical evidence need to be continuously improved. The purpose of this study was to explain the effect of service quality, price, employees, and physical evidence on customer satisfaction and customer loyalty.

Research is causal research. The research variables include independent variables, namely: service quality, price, employees, and physical evidence. While endogenous latent variables include: customer satisfaction and customer loyalty. The research sample is 100 samples. Data collection techniques using a questionnaire. The data analysis technique uses multiple linear regression analysis with the AMOS program.

The findings in this study indicate that: service quality has no significant effect on customer satisfaction. Price, employees, and physical evidence significantly affect customer satisfaction. Customer satisfaction significantly affects customer loyalty.

Keywords: Service Quality, Price, Employees, Physical Evidence, Customer Satisfaction, Customer Loyalty, Telkomsel