

ABSTRAK

Persaingan yang ketat dalam bisnis operator seluler menyebabkan Telkomsel perlu untuk memberikan kinerja terbaiknya. Salah satu upaya yang dapat dilakukan untuk memenangkan persaingan pasar yaitu melakukan inovasi melalui penciptaan berbagai layanan telekomunikasi dengan tujuan untuk memenuhi harapan konsumen, sehingga tertarik memutuskan membeli layanan telekomunikasi. *By.U* merupakan produk provider digital dari Telkomsel.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *network quality*, *system quality*, *content quality*, *customer support*, *compatibility*, terhadap *customer satisfaction*. Penelitian juga menganalisis pengaruh *customer satisfaction* terhadap *continuance intention*. Penelitian yang dilakukan saat ini termasuk dalam penelitian kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Sampel penelitian adalah pengguna *provider By U* di Surabaya dengan karakteristik berusia minimal 17 tahun, bertempat tinggal di Surabaya, dan pengguna *By.U* minimal 1 bulan. Jumlah sampel dalam penelitian ini adalah minimal 150 sampel. Pengumpulan data dilakukan dengan penyebaran kuisioner. Teknik analisis data dalam penelitian ini adalah regresi linear sederhana dan regresi linear berganda.

Hasil penelitian menunjukkan terjadi pengaruh yang signifikan *network quality* terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,209, *system quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,211, *content quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,229, *customer support* tidak berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,048, *compatibility* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,230, *customer satisfaction* berpengaruh signifikan terhadap *continuance intention* dengan koefisien regresi sebesar 0,797.

Kata Kunci: *Network Quality, System Quality, Content Quality, Customer Support, Compatibility, Customer Satisfaction, Continuance Intention*

ABSTRACT

Intense competition in the cellular operator business has forced Telkomsel to provide its best performance. One of the efforts that can be made to win market competition is to innovate through the creation of various telecommunications services with the aim of meeting consumer expectations, so that they are interested in deciding to buy telecommunications services. By.U is a digital provider product from Telkomsel.

The purpose of this research is to analyze the effect of network quality, system quality, content quality, customer support, compatibility, on customer satisfaction. Research also analyzes the effect of customer satisfaction on continuance intention. The current research is included in quantitative research. The sampling technique used purposive sampling. The research sample is By U provider users in Surabaya with a minimum age of 17 years, residing in Surabaya, and By.U users for at least 1 month. The number of samples in this study is a minimum of 150 samples. Data collection was carried out by distributing questionnaires. The data analysis technique in this study is simple linear regression and multiple linear regression.

The results showed that there was a significant effect of network quality on customer satisfaction with a regression coefficient of 0.209, system quality had a significant effect on customer satisfaction with a regression coefficient of 0.211, content quality had a significant effect on customer satisfaction with a regression coefficient of 0.229, customer support had no significant effect on customer satisfaction with a regression coefficient of 0.048, compatibility has a significant effect on customer satisfaction with a regression coefficient of 0.230, customer satisfaction has a significant effect on continuance intention with a regression coefficient of 0.797.

Keywords: Network Quality, System Quality, Content Quality, Customer Support, Compatibility, Customer Satisfaction, Continuance Intention