

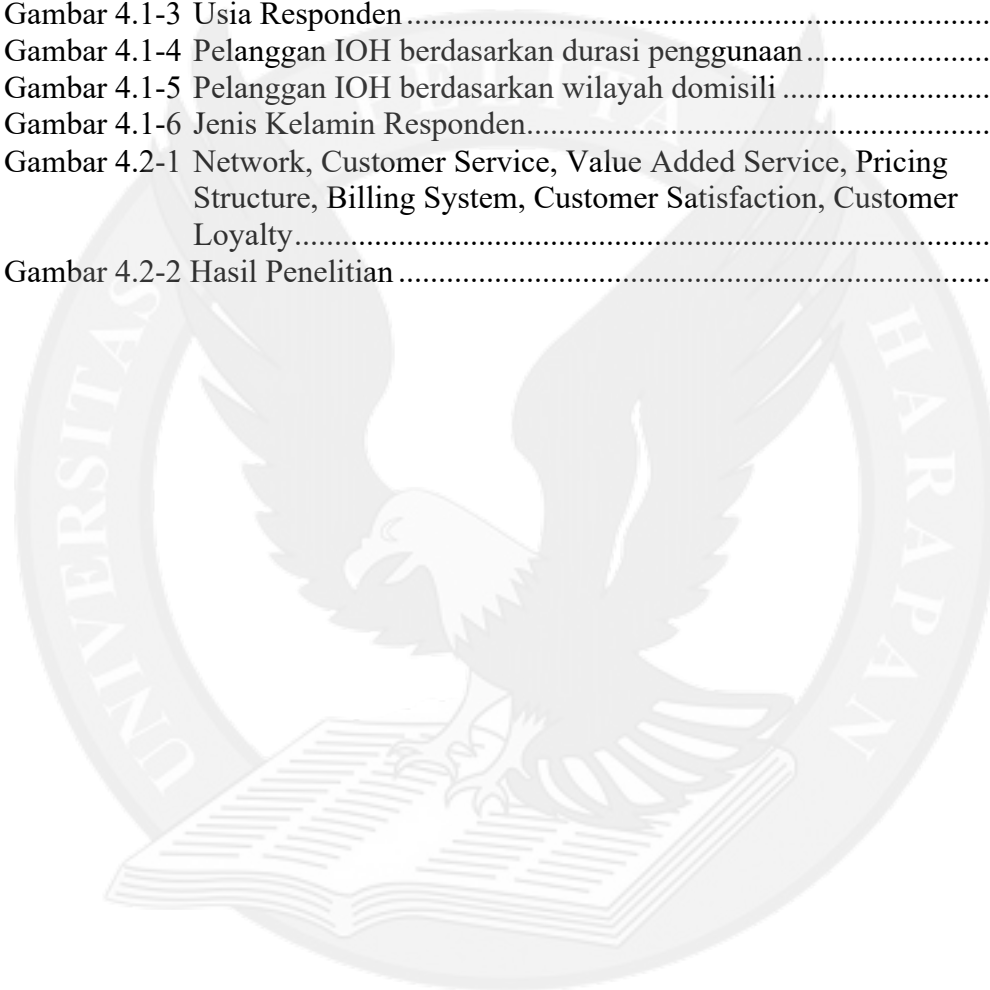
DAFTAR ISI

HALAMAN JUDUL	1
LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR.....	2
LEMBAR PERSETUJUAN DOSEN PEMBIMBING	4
ABSTRAK	6
KATA PENGANTAR.....	8
DAFTAR ISI.....	9
DAFTAR GAMBAR.....	11
DAFTAR TABEL.....	12
DAFTAR LAMPIRAN	13
 BAB I PENDAHULUAN.....	 14
1.1 Latar Belakang Permasalahan.....	14
1.2 Batasan Masalah	17
1.3 Rumusan Masalah.....	18
1.4 Objek Penelitian.....	19
1.5 Tujuan Penelitian	19
1.5.1 Manfaat Teoritis.....	21
1.5.2 Manfaat Praktis	21
1.6 Sistematika Penulisan	22
 BAB II TINJAUAN PUSTAKA.....	 25
2.1 Variable Customer Loyalty.....	25
2.2 Variable Customer Satisfaction	27
2.3 Variable Network.....	30
2.4 Variable Customer Service	33
2.5 Variable Value Added Service (VAS).....	35
2.6 Variable Pricing Structure	36
2.7 Variable Billing System.....	38
2.8 Service Quality Theory	40
2.8 Penelitian Sebelumnya.....	41
2.9 Pengembangan Hipotesis.....	46
2.9.1 Hubungan Antara Network ke Customer Satisfaction.....	46
2.9.2 Hubungan Antara Customer Service ke Customer Satisfaction.....	47
2.9.3 Hubungan Antara Value Added Service (VAS) Customer Satisfaction.....	48
2.9.4 Hubungan Antara Pricing Structure ke Customer Satisfaction	49
2.9.5 Hubungan Antara Billing System ke Customer Satisfaction.....	50
2.9.6 Hubungan Antara Network ke Customer Loyalty	50
2.9.7 Hubungan Antara Customer Service ke Customer Loyalty ..	51
2.9.8 Hubungan Antara Value Added Service (VAS) ke Customer Loyalty	52

2.9.9	Hubungan Antara Pricing Structure ke Customer Loyalty ..	53
2.9.10	Hubungan Antara Billing System ke Customer Loyalty	54
2.9.11	Hubungan Antara Customer Satisfaction ke Customer Loyalty	55
2.10	Model Penelitian	56
2.11	Bagan Alur Berpikir.....	57
BAB III METODOLOGI PENELITIAN		58
3.1	Rancangan Penelitian.....	58
3.2	Populasi dan Sampel	59
3.2.1	Populasi	59
3.2.2	Sampel.....	60
3.3	Metode Pengumpulan Data.....	62
3.4	Definisi Operasional dan Pengukuran Variabel.....	63
3.4.1	Questionary Making Techniques	63
3.4.2	Pengukuran Variabel.....	66
3.5	Metode Analisis Data.....	67
3.5.1	Descriptive Statistic	67
3.5.2	Inferential Statistic	68
3.5.3	Structural Equation Modelling (SEM).....	68
3.5.4	Pengujian Keandalan.....	80
BAB IV ANALISIS DATA.....		82
4.1	Profile Overview Company Object.....	82
4.1.1	History.....	82
4.1.2	Vision and Mission	84
4.1.3	Logo	84
4.1.4	Profil Responden.....	86
4.2	Analisis Data.....	90
4.2.1	Tanggapan Responden	91
4.2.2	Analisis Deskriptif Variabel.....	104
4.2.3	Hasil Pengujian Kualitas Data	120
4.2.4	Uji Reliability.....	136
4.2.5	Hasil Pengujian Hipotesis	137
4.3	Pembahasan	153
BAB V KESIMPULAN.....		157
5.1	Simpulan	157
5.1.1	Simpulan Atas Hipotesis	159
5.1.2	Simpulan Atas Masalah Peneliti	169
5.2	Implikasi	171
5.2.1	Implikasi Teoritis	171
5.2.2	Implikasi Manajerial	173
5.3	Rekomendasi.....	174
DAFTAR PUSTAKA		177

DAFTAR GAMBAR

Gambar 1.1-1 Penduduk Pengguna Internet di Indonesia (juta) (2019-2024).....	14
Gambar 1.1-2 Operator Seluler Pilihan Masyarakat Indonesia (2019-2021)	15
Gambar 2.1-1 Research Model	56
Gambar 3.5-1 Flow Diagram of Theoretical Framework.....	71
Gambar 4.1-1 Visi dan Misi IOH	84
Gambar 4.1-2 Logo PT. Indosat Ooredoo Hutchison, Tbk (IOH).....	85
Gambar 4.1-3 Usia Responden	88
Gambar 4.1-4 Pelanggan IOH berdasarkan durasi penggunaan	88
Gambar 4.1-5 Pelanggan IOH berdasarkan wilayah domisili	89
Gambar 4.1-6 Jenis Kelamin Responden.....	90
Gambar 4.2-1 Network, Customer Service, Value Added Service, Pricing Structure, Billing System, Customer Satisfaction, Customer Loyalty	133
Gambar 4.2-2 Hasil Penelitian	139



DAFTAR TABEL

Tabel 2.8.1	Previous Scholarly Research	42
Tabel 3.4.1	Core Design of Questionnaire (Operational Definition).....	63
Tabel 3.4.2	Likert Scale Measurement	66
Tabel 3.5.1	Description of Constructor Indicator	72
Tabel 3.5.2	Relationship of Construct	74
Tabel 3.5.3	The Conversion Results into The Equation of The Construct Measurement Model	74
Tabel 3.5.4	Goodnes of Fit Index	80
Tabel 4.1.2	Usia Responden	87
Tabel 4.1.1	Jenis Kelamin Responden	90
Tabel 4.2.1	Derajat Penelitian Setiap Variabel	91
Tabel 4.2.2	Tanggapan Responden terhadap Network	92
Tabel 4.2.3	Tanggapan Responden terhadap Customer Service.....	93
Tabel 4.2.4	Tanggapan Responden terhadap Value Added Service	95
Tabel 4.2.5	Tanggapan Responden terhadap Pricing Structure	97
Tabel 4.2.6	Tanggapan Responden terhadap Billing System	99
Tabel 4.2.7	Tanggapan Responden terhadap Customer Satisfaction.....	101
Tabel 4.2.8	Tanggapan Responden terhadap Customer Loyalty	103
Tabel 4.2.9	Distribusi Jawaban Responden terhadap Variabel Network.....	105
Tabel 4.2.10	Distribusi Jawaban Responden terhadap Customer Service	107
Tabel 4.2.11	Distribusi Jawaban Responden terhadap Variabel Value Added Service	109
Tabel 4.2.12	Distribusi Jawaban Responden terhadap Variabel Pricing Structure	111
Tabel 4.2.13	Distribusi Jawaban Responden terhadap Variabel Billing System	113
Tabel 4.2.14	Distribusi Jawaban Responden terhadap Variabel Customer Satisfaction.....	116
Tabel 4.2.15	Distribusi Jawaban Responden terhadap Variabel Customer Loyalty	118
Tabel 4.2.16	Goodnes of Fit Index	121
Tabel 4.2.17	Evaluasi Normalitas Data.....	123
Tabel 4.2.18	Statistik Derkriptif Z-Score.....	126
Tabel 4.2.19	Mahalanobis Distance	128
Tabel 4.2.20	Regression Weight Full Structural Equation Model	134
Tabel 4.2.21	Indeks Pengujian kelayakan.....	136
Tabel 4.2.22	Uji Reliability.....	137
Tabel 4.2.23	Hasil Uji Hipotesis	138

DAFTAR LAMPIRAN

Lampiran A. Kuesioner	A1
-----------------------------	----

