

PERAN KEPUASAN PELANGGAN DALAM MEMEDIASI PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN PT TELKOM DATEL SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) kualitas pelayanan terhadap loyalitas pelanggan , (2) kepuasan pelanggan terhadap loyalitas pelanggan, (3) kualitas pelayanan terhadap kepuasan pelanggan ,(4) pengaruh kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Penelitian ini menggunakan jenis penelitian kuantitatif kausal . Data dikumpulkan dengan kuesioner dan pencatatan dokumen dengan menggunakan analisis jalur . Sampel diperoleh dengan menggunakan teknik purposive sampling yang berjumlah 110 orang, dan yang menjadi sampel adalah pengguna layanan jasa indihome yang sudah berlangganan selama 3 bulan. Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (2) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan (4) kualitas pelayanan berpengaruh secara signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata kunci : Kepuasan Pelanggan , Kualitas Pelayanan , Loyalitas Pelanggan

***THE ROLE OF CUSTOMER SATISFACTION IN
MEDIATE THE INFLUENCE OF SERVICE QUALITY
TO CUSTOMER LOYALTY
PT TELKOM DATEL SINGARAJA***

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ABSTRACT

This study aims to examine the effect of (1) service quality on customer loyalty, (2) customer satisfaction on customer loyalty, (3) service quality on customer satisfaction, (4) the effect of service quality on customer loyalty through customer satisfaction. This research uses causal quantitative research. Data was collected by questionnaire and document recording using path analysis. Samples were obtained using a purposive sampling technique, totaling 110 people, and the samples were Indihome service users who had subscribed for 3 months. The results of this study indicate that (1) service quality has a positive and significant effect on customer loyalty, (2) customer satisfaction has a positive and significant effect on customer loyalty, (3) service quality has a positive and significant effect on customer satisfaction and (4) service quality has a significant effect on customer loyalty through customer satisfaction.

Keywords: *Customer Satisfaction, Service Quality, Customer Loyalty*