

ABSTRAK

PENGARUH KEPUASAN TERHADAP LOYALITAS PENGGUNA KARTU MENTARI

**Studi Kasus Pengguna Mentari di Fakultas Ekonomi Program Studi Manajemen
Universitas Sanata Dharma, Yogyakarta**

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YOGYAKARTA

2009

Penelitian ini bertujuan untuk mengetahui bagaimana kepuasan pengguna kartu mentari, bagaimana loyalitas pengguna kartu mentari dan apakah ada pengaruh kepuasan terhadap loyalitas pengguna kartu mentari.

Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner dan dokumentasi dengan teknik pengambilan sampel secara *Purposive Sampling* terhadap 100 responden. Sedangkan teknik analisis data yang dipergunakan adalah analisis Indeks Kepuasan Konsumen (IKP), Analisis Skala Likert dan Analisis Regresi Linier Sederhana.

Dari hasil diketahui bahwa mahasiswa Fakultas Ekonomi Program Studi Manajemen Universitas Sanata Dharma merasa puas dan loyal terhadap kartu mentari dan ada pengaruh kepuasan terhadap loyalitas pengguna kartu mentari.

ABSTRACT

THE IMPACT OF SATISFACTION TO THE CUSTOMER LOYALTY OF MENTARI SIMCARD

**Case Study of Mentari Customers at Management Program of Economic
Faculty,
Sanata Dharma University, Yogyakarta**

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The research aimed to identify the satisfaction of the loyalty as Mentari customers, and the impact of the satisfaction to the loyalty of the Mentari customer.

The method which had been used in collecting data was interview, questioners, and documentation by using sampling collecting method of *Purposive Sampling* to the 100 respondents. While the data analysis method which had been used was analysis of Customer Satisfaction Index (CSI), Likert Scale Analysis and simple Linear Regression Analysis.

The results pointed that students at Management Program of Economic Faculty of Sanata Dharma University were satisfy and loyal to the Mentari Simcard and there was an impact to the satisfaction of the loyalty as Mentari customers.