

## ABSTRAK

### **PENGARUH KEPUASAN PELANGGAN, KEPERCAYAAN PELANGGAN DAN SWITCHING COST TERHADAP LOYALITAS PELANGGAN HANDPHONE NOKIA N73**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh parsial *Switching cost* terhadap Loyalitas pelanggan, (2) pengaruh parsial Kepercayaan pelanggan terhadap Loyalitas pelanggan, (3) pengaruh parsial Kepuasan pelanggan terhadap Loyalitas pelanggan, (4) pengaruh Kepuasan pelanggan, Kepercayaan pelanggan dan *Switching cost* secara bersama-sama terhadap Loyalitas pelanggan. Penelitian dilakukan dengan metode survey. Lokasi penelitian di kampus Universitas Sanata Dharma Yogyakarta pada bulan Maret 2008. Pengambilan sampel dilakukan secara *purposive sampling*, dengan kriteria pengambilan sampel mahasiswa pemilik HP Nokia N73. Ukuran sampel yang digunakan sebanyak 100 orang. Pengumpulan data dilakukan dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Metode analisis data untuk pengujian hipotesis adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Kepuasan pelanggan, Kepercayaan pelanggan dan *Switching cost* secara bersama-sama berpengaruh signifikan terhadap Loyalitas pelanggan [ $p(0,000) < 0,05$ ]. Koefisien determinasi sebesar 0,782 atau 78,2%; hal ini menunjukkan bahwa 78,2% perubahan yang terjadi pada Loyalitas pelanggan disebabkan oleh perubahan yang terjadi pada Kepuasan pelanggan, Kepercayaan pelanggan dan *Switching cost*; sedangkan 21,8% lainnya disebabkan oleh variabel-variabel lain yang tidak tercakup dalam penelitian ini; (2) Kepuasan pelanggan secara parsial berpengaruh positif dan signifikan terhadap Loyalitas pelanggan ( $p=0,018 < 0,05$ ). Dengan demikian, semakin tinggi kepuasan pelanggan maka loyalitasnya juga akan semakin tinggi; (3) Kepercayaan pelanggan secara parsial berpengaruh positif dan signifikan terhadap Loyalitas pelanggan ( $p=0,030 < 0,05$ ). Dengan demikian, semakin tinggi kepercayaan pelanggan maka loyalitasnya juga akan semakin tinggi; (4) *Switching cost* secara parsial berpengaruh positif dan signifikan terhadap Loyalitas pelanggan ( $p=0,008 < 0,05$ ). Dengan demikian, semakin tinggi *switching cost* maka loyalitasnya juga akan semakin tinggi.

Kata kunci: *Switching cost, purposive sampling.*

## **ABSTRACT**

### **THE INFLUENCE OF CUSTOMER SATISFACTION, CUSTOMER RELIANCE AND SWITCHING COST TOWARDS NOKIA N73 CUSTOMER LOYALTY**

Case Study on the Students of Sanata Dharma University ,  
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This research aimed to know: (1) the partial influence of switching cost towards customer loyalty, (2) the partial influence of customer reliance towards customer loyalty, (3) the partial influence of customer satisfaction towards customer loyalty, (4) the influence of customer satisfaction, customer reliance, as well as switching cost towards customer loyalty. The research was a survey method conducted in Sanata Dharma University, Mrican, Yogyakarta on March 2008. The sample collecting was done using purposive sampling with the criterion for the students who had Nokia N73. The total sample used was 100 people. The data collecting was conducted by using questionnaire that had been tested the validity and reliability. The data analysis method for hypothesis testing was Double Linear Regression analysis.

The research result showed that: (1) the customer satisfaction, customer reliance as well as the switching cost had significant influence towards customer loyalty [ $p(0,000)<0,05$ ]. The determination coefficient was 0.782 or 78.2%; this showed that 78.2% of the change occurred in customer loyalty was caused by the change occurred in customer satisfaction, customer reliance, and the switching cost; while the 21.8% was caused by the other variables which were not covered in this research; (2) the customer satisfaction partially had positive and significant influence towards customer loyalty ( $p=0,018<0,05$ ). Thereby, the higher the customer satisfaction, the higher the loyalty; (3) the customer reliance partially had positive and significant influence towards loyalty customer ( $p=0,030<0,05$ ). As a result, the higher the customer reliance is, the higher its loyalty; (4) The switching cost partially also had positive and significant influence towards customer loyalty ( $p=0,008<0,05$ ). Based on that, the higher the switching cost, the higher its loyalty.

Key words: Switching cost, purposive sampling.