ABSTRAK

PENGARUH NILAI PELANGGAN, PENGALAMAN PELANGGAN, DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN
Studi pada Layanan Internet Indihome di Kota Denpasar

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Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan dan parsial variabel nilai pelanggan, pengalaman pelanggan, dan kepercayaan pelanggan terhadap loyalitas pelanggan layanan internet IndiHome di Kota Denpasar. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pelanggan layanan internet IndiHome di Kota Denpasar. Teknik pengambilan sampel dengan sampling insidental dan jumlah sampel 100 orang pelanggan layanan internet IndiHome di Kota Denpasar yang telah berlangganan ≥ 12 bulan. Pengumpulan data menggunakan kuesioner. Teknik pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, regresi linier berganda, koefisien determinasi, uji F, dan uji t. Hasil penelitian ini menunjukkan bahwa nilai pelanggan, pengalaman pelanggan, dan kepercayaan pelanggan secara simultan berpengaruh terhadap loyalitas pelanggan, nilai pelanggan dan kepercayaan pelanggan secara parsial berpengaruh positif terhadap loyalitas pelanggan, dan pengalaman pelanggan secara parsial tidak berpengaruh positif terhadap loyalitas pelanggan

Kata kunci: nilai pelanggan, pengalaman pelanggan, kepercayaan pelanggan, loyalitas pelanggan

ABSTRACT

THE INFLUENCE OF CUSTOMER VALUE, CUSTOMER EXPERIENCE, AND CUSTOMER TRUST ON CUSTOMER LOYALTY
A Study at IndiHome Internet Service in Denpasar

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The research aims to determine the simultaneous and partial influence of customer value, customer experience, and customer trust on customer loyalty of IndiHome internet service in Denpasar city. This type of research is quantitative research. The population in this study were customers of IndiHome internet service in Denpasar. The sampling technique used was accidental sampling with a total sample of 100 IndiHome internet service customers in Denpasar who have subscribed for ≥ 12 months. Data collection is used with questionnaires. Instruments testing techniques using validity test and reliability test. Data analysis techniques using descriptive analysis, classical assumption test, multiple linear regression analysis, and coefficient of determination, F test, and t test. The result of this study indicated that simultaneously customer value, customer experience, and customer trust have positive influence on customer loyalty, customer value and customer trust partially have a positive effect on customer loyalty, and customer experience partially has no positive effect on customer loyalty.

Keywords: customer value, customer experience, customer trust, customer loyalty