

ABSTRAK**PENGARUH KUALITAS PRODUK SIM CARD PRA BAYAR XL
BEBAS TERHADAP LOYALITAS PELANGGAN DENGAN
VARIABEL INTERVENING KEPUASAN PEMAKAIAN PRODUK**

Studi Kasus : Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan
Tahun Akademik 2002/2003, 2003/2004, 2004/2005, 2005/2006, dan 2006/2007
Universitas Sanata Dharma Yogyakarta

Maria Irene Endah Titisari
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh kualitas produk sim *card* pra bayar XL Bebas terhadap loyalitas pelanggan dengan variabel intervening kepuasan pemakaian produk.

Penelitian ini merupakan studi kasus pada mahasiswa FKIP Tahun Akademik 2002/2003, 2003/2004, 2004/2005, 2005/2006, dan 2006/2007 Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa FKIP Tahun Akademik 2002/2003, 2003/2004, 2004/2005, 2005/2006, dan 2006/2007 Universitas Sanata Dharma Yogyakarta yang menggunakan sim *card* pra bayar untuk jenis XL Bebas. Sampel penelitian adalah mahasiswa FKIP Tahun Akademik 2002/2003, 2003/2004, 2004/2005, 2005/2006, dan 2006/2007 Universitas Sanata Dharma Yogyakarta yang berjumlah 148 responden. Metode pengumpulan data adalah kuesioner. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Teknik analisis data yang digunakan adalah analisis *Structural Equation Modeling* (SEM).

Hasil penelitian menunjukkan (1) ada pengaruh positif kualitas produk sim *card* pra bayar XL Bebas terhadap kepuasan pemakaian produk (nilai $\beta = 0,782$ dan $t_{hitung} = 6,439 > t_{tabel} = 3,297$); (2) ada pengaruh positif kepuasan pemakaian produk terhadap loyalitas pelanggan (nilai $\beta = 0,388$ dan $t_{hitung} = 2,746 > t_{tabel} = 2,728$); (3) tidak ada pengaruh kualitas produk sim *card* pra bayar XL Bebas terhadap loyalitas pelanggan secara langsung (nilai $\beta = 0,476$ dan $t_{hitung} = 3,072 < t_{tabel} = 3,086$).

ABSTRACT

THE INFLUENCE OF XL BEBAS PREPAID SIM CARD PRODUCT'S QUALITY TOWARD CUSTOMER'S LOYALTY USING INTERVENING VARIABLE OF THE SATISFACTION OF PRODUCT USAGE

**A Case Study on Students of Faculty of Education
2002/2003, 2003/2004, 2004/2005, 2005/2006, and 2006/2007 Academic Year
Sanata Dharma University Yogyakarta**

Maria Irene Endah Titisari
Sanata Dharma University
2008

The objective of the research is to find out whether there is influence of XL Bebas prepaid sim card product's quality toward customer's loyalty using intervening variable of satisfaction of product usage.

This research is a case study on students of Faculty of Education 2002/2003, 2003/2004, 2004/2005, 2005/2006, and 2006/2007 Academic Year, Sanata Dharma University Yogyakarta. The population of this research were all students of Faculty of Education 2002/2003, 2003/2004, 2004/2005, 2005/2006, and 2006/2007 Academic Year, Sanata Dharma University Yogyakarta who used XL Bebas prepaid sim card. The samples of this research were 148 students of Faculty of Education 2002/2003, 2003/2004, 2004/2005, 2005/2006, and 2006/2007 Academic Year, Sanata Dharma University Yogyakarta. The data collecting technique was questionnaire. The technique of taking samples was *accidental sampling* technique. The technique of analysing data was *Structural Equation Modeling (SEM)* analysis.

The result of this research shows that (1) there is positive influence of XL Bebas prepaid sim card product's quality toward satisfaction of product usage ($\beta = 0,782$ and $t_{\text{count}} = 6,439 > t_{\text{table}} = 3,297$); (2) there is positive influence of satisfaction of product usage toward customer's loyalty ($\beta = 0,388$ and $t_{\text{count}} = 2,746 > t_{\text{table}} = 2,728$); (3) there is no influence of XL Bebas prepaid sim card product's quality toward customer's loyalty directly ($\beta = 0,476$ and $t_{\text{count}} = 3,072 < t_{\text{table}} = 3,086$).