

ABSTRAK

PENGARUH HARGA, PROMOSI DAN LAYANAN OPERATOR SELULER XL TERHADAP KEPUASAN PELANGGAN

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh harga terhadap kepuasan pelanggan; 2) pengaruh promosi terhadap kepuasan pelanggan; 3) pengaruh layanan terhadap kepuasan pelanggan; 4) pengaruh harga, promosi, dan layanan operator seluler XL terhadap kepuasan pelanggan.

Populasi dalam penelitian ini adalah semua pelanggan operator seluler XL yang berdomisili di Kecamatan Pakem. Sampel penelitian ini berjumlah 100 orang. Untuk menjawab masalah yang pertama, kedua dan ketiga digunakan analisis regresi linier sederhana, sedangkan untuk menjawab masalah keempat digunakan analisa regresi linier berganda.

Hasil penelitian menunjukkan bahwa: 1) harga berpengaruh positif terhadap kepuasan pelanggan ($r = 0,581$); 2) promosi berpengaruh positif terhadap kepuasan pelanggan ($r = 0,497$); 3) layanan berpengaruh positif terhadap kepuasan pelanggan ($r = 0,536$); 4) harga, promosi dan layanan operator seluler XL berpengaruh positif terhadap kepuasan pelanggan ($R = 0,501$).

ABSTRACT

THE INFLUENCES OF PRICE, PROMOTION AND XL CELLULAR OPERATOR'S SERVICE TO THE CUSTOMER'S SATISFACTION

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This study aims to know: 1) the influences of price to the customer's satisfaction; 2) the influences of promotion to the customer's satisfaction; 3) the influences of service to the customer's satisfaction; 4) the influences of price, promotion and XL cellular operator service to the customer's satisfaction.

Population of this study are all XL cellular operator's customers who live in Pakem Sub-district. Samples in this study are one hundred people. To answer the first, second and third question, a simple linear regression analysis was applied, while for answering the fourth question a multiple regression analysis was used.

Results of the study show that: 1) the price has positive influence to the customer's satisfaction ($r = 0,581$); 2) the promotion has positive influence to the customer's satisfaction ($r = 0,497$); 3) the service has positive influence customer satisfaction ($r = 0,536$); 4) the price, promotion and XL cellular operator's service have positive influences to the customer's satisfaction ($R = 0,501$).