

RINGKASAN

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN DALAM MENGHASILKAN LOYALITAS PELANGGAN PENGGUNA TELEPON SELULAR IM3 BRIGHT PT INDOSAT DI PULAU BATAM

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Kualitas pelayanan dapat diketahui dengan membandingkan persepsi pelanggan atas pelayanan yang diperoleh/diterima secara nyata dengan pelayanan yang sesungguhnya diharapkan oleh pelanggan, jika pada kenyataannya pelayanan yang diterimanya lebih dari yang diharapkan, maka pelayanan tersebut dapat dikatakan baik. Sebaliknya pun demikian, apabila pada kenyataannya pelayanan yang diterima pelanggan tidak sesuai dengan yang diharapkan, maka kualitas pelayanan demikian itu tidak memuaskan.

Kepuasan merupakan sesuatu yang dikejar oleh setiap individu dari suatu perasaan yang dipersepsikan dengan rasa senang atau kecewa terhadap sesuatu layanan yang diterimanya, sebagai perbandingan antara kesannya terhadap kinerja suatu produk dengan harapan-harapannya.

Kepuasan pelanggan bersifat dinamis, oleh karena itu tantangan paling besar bagi setiap penyedia jasa untuk dapat mencari terobosan agar bisa mewujudkan kepuasan pelanggan secara konsisten, sehingga pelanggan senantiasa tetap setia pada layanan yang diterimanya dari penyedia jasa bersangkutan.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan yang terdiri dari reliabilitas, responsiveness, assurance,

empathy, dan tangibility terhadap kepuasan dan loyalitas pelanggan pengguna telepon seluler IM3 Bright PT Indosat di Pulau Batam.

Hasil penelitian yang merupakan hasil dari pengolahan data penelitian, menggunakan uji analisis jalur (Path Analysis) dengan bantuan program komputer AMOS 4.0. di dapat hasil sebagai berikut:

1. Berdasarkan uji validitas dan reliabilitas terhadap item internal variabel penelitian, menunjukkan bahwa semua item pertanyaan yang merupakan indikator dari variabel-variabel pembentuk kualitas pelayanan dinyatakan valid dan reliabel, kecuali variabel *tangibility* yang tidak valid dan reliabel sehingga tidak diikutsertakan dalam analisis lebih lanjut.
2. Berdasarkan uji analisis jalur model The Goodness of Fit Index, menunjukkan bahwa model yang digunakan adalah sesuai dengan data penelitian, dimana nilai $\chi^2 = 7.444$ dan $P = 0.114$ dengan $df = 4$.
3. Berdasarkan uji analisis jalur, ternyata kualitas pelayanan yang terdiri dari reliabilitas (X1), responsiveness (X2), assurance (X3), dan empathy (X4), memiliki pengaruh yang signifikan terhadap kepuasan pelanggan pengguna telepon seluler IM3 Bright PT Indosat di Pulau Batam, dengan probabilitas $P < 0.05$.
4. Berdasarkan uji analisis jalur, menunjukkan bahwa kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan pengguna telepon seluler IM3 Bright PT Indosat di Pulau Batam, dengan probabilitas $P < 0.001$.

5. Berdasarkan uji analisis jalur, menunjukkan bahwa dimensi realibilitas (kehandalan) atau (X1) memiliki pengaruh yang signifikan terhadap kepuasan pelanggan pengguna telepon seluler IM3 Bright PT Indosat di Pulau Batam, dengan probabilitas $P = 0.004$ lebih kecil dari $P = 0.05$.



SUMMARY

Effect of Service Quality Perception on the Customer Satisfaction in Producing Loyalty of IM3 Bright Mobile Phone Users of PT. Indosat in Batam Island

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A service quality can be known by comparing the customer perception on service that he actually receives and service that he expects to receive. When in fact the service that he actually receives is more than that he expects, then the service can be considered as good service. In contrast, if service that he actually receives is less than that he expects, then the service may be considered as unsatisfactory service.

A satisfaction represents anything each individual may pursue with either a pleasurable feeling or dissatisfaction against the service that he receives, as comparison between his impression on the product performance and his expectation.

The customer satisfaction is dynamic of nature. Therefore, the biggest challenge which every service provider must confront with is how search for any breakthrough for the purpose of realizing the customer satisfaction consistently so that customers remain to be loyal to service they receive from the service providers.

The objective of this research was to analyze an effect of service quality perception consisting of reliability, responsiveness, assurance, empathy and tangibility on the customer satisfaction in producing the loyalty of IM3 Bright Mobile Phone users of PT. Indosat in Batam Island.

The research results from the data processing by using path analysis with aid of AMOS 4.0 computer program were as follows:

1. The validity and reliability tests of internal items of the variables indicated that all question items representing indicators of some variables making up the service quality were considered as valid and reliable, except for tangibility variable that was not valid and reliable so that it was excluded in further analysis.

2. The path analysis of The Goodness of Fit Index model indicated that the model used here was consistent with the research data, where $\chi^2 = 7.444$ and $P = 0.114$ with $df = 4$.
3. On the basis of the path analysis, it was found that the customer perception on service quality comprising reliability (X1), responsiveness (X2), assurance (X3) and empathy (X4) was significantly correlated with the customers satisfaction of IM3 Bright Mobile Phone of PT Indosat in Batam Island, with probability of $P < 0.05$.
4. On the basis of the path analysis, it was evident that the customer satisfaction produced a very significant effect on loyalty of IM3 Bright users of PT Indosat in Batam Island, with probability of $P < 0.001$.
5. Under the path analysis, it appeared that perception on the reliability (X1) generated the most significant influence on the customer satisfaction of IM3 Bright Mobile Phone of PT Indosat in Batam Island, with probability of $P < 0.004$ less than $P < 0.05$.

ABSTRACT

Effect of Service Quality Perception on the Customer Satisfaction in Producing Loyalty of IM3 Bright Mobile Phone Users of PT. Indosat in Batam Island

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The objective of this research was to analyze an effect of service quality perception on the customer satisfaction in producing the loyalty of IM3 Bright Mobile Phone users of PT. Indosat in Batam Island.

The research used an analytical descriptive design with cross sectional approach. The sample or respondents were users of IM3 Bright mobile phone of PT. Indosat in Batam Island, consisting of 72 people selected from 2412 customers registered in 2003/2004. The sample or respondents were taken under *simple random sampling*.

The data were collected directly from respondents by using closed questionnaires, namely those with multiple choice questions of facts which customers perceive and expect to receive. The data took the form of the ordinal scale data, and they were processed using statistical analysis notably path analysis.

The results showed that the perception on service quality consisting of reliability, responsiveness, assurance, empathy and tangibility in PT. Indosat IM3 Bright in Batam Island was significantly correlated with the customer satisfaction with probability of $P = < 0.05$ while perception on reliability generated the most significant effect on the customer satisfaction with $P = 0.004$ compared with perception on other service quality. Similarly, the customer satisfaction possessed a very significant effect on the customer loyalty with $P 0.000 < P 0.001$.

Thus, the first and second hypotheses were accepted. This suggested that the higher service quality would bring about a high satisfaction that the customers perceived. This in turn would produce high loyalty. Consequently, the service providers should always search for a proper way on how the customer remained loyal to product or service, mainly by increasing performance and improving all aspects making up the service quality.