

ABSTRACT

Currently telecommunication industry in Indonesia has reached the saturation point due to the number of emerging mobile operators and the increasingly tight competition in acquiring new customers, Indonesian cellular market has relatively high rate of service (churn rate) of 20% per year. This is a major challenge for cellular telecommunication service providers in Indonesia, particularly Telkomsel, to retain customers and also add new customers and minimize the number of customers stop subscribing to keep the company profitable and able to cover production costs, maintenance costs, and operational costs. This study focuses on exploring how factors such as service quality, customer satisfaction, customer trust, customer commitment, and switching costs can shape loyalty in using cellular cards especially in using Telkomsel cards. This research is a quantitative research with questionnaire to 220 respondents and using Partial Least Square (PLS) for analysis technique. In this research has found service quality significant influence to customer satisfaction; customer satisfaction has a significant influence on customer trust and customer commitment; customer commitment has a significant influence on customer loyalty. Contrary to our expectations, customer trust has no significant effect on customer loyalty; switching cost does not affect the relationship between customer trust to customer loyalty; switching cost does not affect the relationship between customer commitment to customer loyalty.

Keywords : Service Quality, Customer Satisfaction, Customer Trust, Customer Commitment, Switching Cost, Customer Loyalty.

ABSTRAK

Saat ini industri telekomunikasi di Indonesia sudah mencapai titik jenuh yang diakibatkan banyaknya operator seluler yang bermunculan dan persaingan yang semakin ketat dalam memperoleh pelanggan baru dimana pasar seluler Indonesia memiliki tingkat pindah layanan (*churn rate*) yang relatif tinggi, yaitu sebesar 20% per tahun. Hal ini merupakan tantangan besar bagi penyedia jasa layanan telekomunikasi seluler di Indonesia khususnya Telkomsel untuk tetap dapat mempertahankan pelanggan dan juga menambah pelanggan baru serta memperkecil jumlah pelanggan yang berhenti berlangganan agar perusahaan masih tetap mendapatkan keuntungan dan mampu menutupi biaya produksi, biaya pemeliharaan, serta biaya operasionalnya. Penelitian ini berfokus untuk menggali mengenai bagaimana faktor-faktor seperti *service quality*, *customer satisfaction*, *customer trust*, *customer commitment*, dan *switching cost* dapat membentuk loyalitas dalam menggunakan kartu seluler khususnya dalam menggunakan kartu Telkomsel. Penelitian ini merupakan penelitian kuantitatif dengan kuesioner terhadap 220 responden yang teknik analisisnya menggunakan *Partial Least Square (PLS)*. Dalam penelitian ini ditemukan *service quality* pengaruh signifikan terhadap *customer satisfaction*; *customer satisfaction* memiliki pengaruh signifikan terhadap *customer trust* dan *customer commitment*; *customer commitment* memiliki pengaruh signifikan terhadap *customer loyalty*. Berlawanan dengan ekspektasi kami, *customer trust* tidak memiliki pengaruh signifikan terhadap *customer loyalty*; *switching cost* tidak mempengaruhi hubungan antara *customer trust* terhadap *customer loyalty*; *switching cost* tidak mempengaruhi hubungan antara *customer commitment* terhadap *customer loyalty*.

Kata Kunci : Service Quality, Customer Satisfaction, Customer Trust, Customer Commitment, Switching Cost, Customer Loyalty.