

ABSTRAK

Kevin Deandra, 2016; Pengaruh Kualitas Pelayanan dan Penanganan Keluhan terhadap Kepercayaan Serta Dampaknya Terhadap Loyalitas Pelanggan Indihome. Fakultas Ekonomi, Universitas Negeri Jakarta 2016. Konsentrasi Manajemen Pemasaran, Program Studi S-1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing : Setyo Ferry Wibowo, SE, M.Si & Agung Kresnamurti, ST, MM

Tujuan penelitian ini adalah untuk: (1) menguji secara empiris pengaruh kualitas pelayanan terhadap kepercayaan Indihome, (2) menguji secara empiris pengaruh penanganan keluhan terhadap kepercayaan Indihome, (3) menguji secara empiris pengaruh kualitas pelayanan terhadap loyalitas pelanggan Indihome, (4) menguji secara empiris pengaruh penanganan keluhan terhadap loyalitas pelanggan Indihome, dan (5) menguji secara empiris pengaruh kepercayaan terhadap loyalitas pelanggan Indihome. Metode pengumpulan data menggunakan metode survei. Objek penelitian ini ialah 200 responden yang menggunakan Indihome selama kurang lebih 6 bulan. Analisis data menggunakan SPSS versi 19 dan SEM (*Structural Equation Model*) dari paket statistik LISREL 8.7 untuk mengolah dan menganalisis data hasil penelitian. Hasil pengujian deskriptif menjelaskan bahwa kualitas pelayanan yang diberikan sudah baik menurut pelanggan, sehingga pelanggan percaya dan cenderung loyal kepada Indihome. Hasil pengujian hipotesis menunjukkan: 1) kualitas pelayanan berpengaruh terhadap loyalitas pelanggan sebesar 10%, 2) kualitas pelayanan berpengaruh terhadap kepercayaan sebesar 31%, 3) penanganan keluhan berpengaruh terhadap kepercayaan sebesar 65%, 4) penanganan keluhan berpengaruh terhadap loyalitas sebesar 31%, 5) kepercayaan berpengaruh terhadap loyalitas pelanggan sebesar 87%.

Kata kunci: kualitas pelayanan, penanganan keluhan, kepercayaan, dan loyalitas pelanggan

ABSTRACT

Kevin Deandra, 2016; The Influence of Service Quality and Complaint Handling Toward Trust Along with Effect to Customer Loyalty of Indihome. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Setyo Ferry Wibowo SE, M.Si & Agung Kresnamurti RP, ST, MM.

The purpose of this study was to: (1) to test empirically the impact of service quality toward trust in Indihome, (2) to test empirically the effect of complaint handling toward trust in Indihome, (3) to test empirically the impact of service quality toward customer loyalty in Indihome, (4) to test empirically influence complaint handling toward customer loyalty in Indihome, and (5) to test empirically the effect of trust toward customer loyalty in Indihome. Methods of data collection using survey methods. The object of this study was 200 respondents who used Indihome for approximately 6 months. Data analysis using SPSS version 19 and SEM (Structural Equation Model) of a statistical package LISREL 8.7 to process and analyze the research data. The results of descriptive test explained that the service quality provided is good according to the customer, so that the customer is believe and tend to be a loyal customer of Indihome. The hypothesis test shows: 1) the influence of service quality toward customer loyalty by 10%, 2) the influence of service quality toward trust by 31%, 3) the influence of complaint handling toward trust by 65%, 4) the influence of complaint handling toward customer loyalty by 23%. 5) the influence of trust toward customer loyalty by 87%.

Keywords: service quality, complaint handling, trust, customer loyalty