

D2D305117_NIKE PRAWESTI

ABSTRACT

Title : The Analysis on customers' satisfaction and the effect of it to customers' loyalty of simPATI card users in Semarang.

Today, there are three major companies that provide cellular telecommunication service based on GSM. Those companies are Telkomsel with it's Hallo card, simPATI card, and As card; Indosat with Mentari card, Matrix card, and IM 3 card; Excelcomindo Xplor card. In the tight business competition. PT. Telkomsel focuses on the customers' satisfaction to create the customers' loyalty.

This study is aimed at examining the effects of the customers' satisfaction, which consist of 5 dimensions, to the customers' loyalty. This is an explanatory study, with 532.500 customers' of simPATI card in Semarang as the population. The samples, which was taken based on Slovin's formula, are 100 people by using non probability sampling method and purposive random sampling method. The technique of collecting data is interview, questionnaires. The validity that is used is product moment correlation. The reliability of this study is statistic alpha coefficient using " test T and test F "; meanwhile, to measure the satisfaction, the formula of accordance between expectation and work is used.

From this study, it is concluded that the average number of the satisfaction, which consists of 5 dimensions, is 85,60%, which means that the customers' are satisfied. There are positive effects among those 5 dimensions of satisfaction to the loyalty. It can be seen on each variable, tangible variable has the regresion coefficient value of 0,018 and sign : 0,035, $t \text{ count} > t \text{ table} = 2,143 > 1,984$. There are also positive effects of tangible, reliability, responsiveness, confidence and emphaty to loyalty with $F \text{ count} > \text{ and } F \text{ table}$ of $8,538 > 5,05$ or sign (0,000).

Semarang, Agustus 2007
Dosen Pembimbing 1

Drs. Ngatno, MM