The Impact of Service Quality, Trust and Customer Satisfaction on Telkomspeedy Customer Loyalty with the Method of Structural Equation Modelling.

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ABSTRACT

Customer loyalty is the most valuable asset for internet access provider company, this is due to the increasingly tight competition. Several previous studies found that increased customer loyalty has been shown to have a positive impact on improving corporate profitability.

This study analyzes the influence of service quality, trust and customer satisfaction on customer loyalty broadband internet access. Research using primary data customers by taking samples Telkomspeedy (Speedy) at PT. Telkom Area Surabaya. The method of analysis used in this study is Structural Equation Modeling (SEM). SEM could explain the complex relationship of variables and direct effects or indirectly (through the mediating variables) from on or several variables to other variables.

Result of the study indicate that the variable of service quality is significantly and positively related to customer satisfaction and trust. Trust and customer satisfaction area significantly and positively related to customer loyalty. Concluded the service quality has no significant direct influence on customer loyalty but has a significant influence indirectly through customer satisfaction and trust with the structural equation customer loyalty = 0,431 CS + 0,325 TR + 0,311 SQ.

Keywords: service quality, trust, customer satisfaction, customer loyalty, Structural Equation Modeling (SEM).