BUILDING CORPORATE IMAGE AND CUSTOMER LOYALTY BY INCREASING SERVICE QUALITY THAT IS ORIENTED TO CUSTOMER USING COSES MODEL AND STRUCTURAL EQUATION MODELLING (SEM)
(Study at PT TELKOM WITEL SURABAYA)

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ABSTRACT

Technology and globalization increasing of the human need for telecommunications. Therefore, in order to maximize public service, PT Telkom has an attempt to establish communication with customers, communities, and minimize complaints. Thus, need an analysis of the quality of service at PT Telkom in order to provide a useful positive value for the presence of PT Telkom. Improving service quality and corporate image will have an impact on customer loyalty. Measurement of customer loyalty using CQL (Culture, Quality, Loyalty) which aims to examine the relationship between service culture, service quality and customer loyalty.

This research led to the descriptive evaluative describes an evaluation of a company to be able to give advice and suggestions. In this study population elements are selected based on a limited sample of elements that can provide information based on consideration of the consumers who use the products of PT Telkom Indonesia Tbk is a regular customer for 5 years. While the techniques of data collection using questionnaires, interviews, and documentation. And the model used to analyze the data in this study is the Structural Equation Modeling (SEM).

Based on the research results that studies using COSES Model as a tool to realize the analysis found that the care system is oriented to the customer then the first step that must be done is to identify the object of external and internal customer service. In addition there is a significant effect of service quality and corporate image, customer loyalty, and there is significant influence between corporate image and customer loyalty.

Keywords: service quality, coases model, SEM, CQL, corporate image, and customer loyalty