Abstract

Customers are important stakeholders in the Internet service provider company. PT Telekomunikasi Indonesia, Tbk (Telkom) as one of the company's internet service provider Telkom Speedy is serious about providing excellent service to its subscribers. The principle of the company is to get the maximum benefit at minimum cost. Satisfaction and customer loyalty is a priority for management since maximum profit obtained through increased sales. Because customer satisfaction may establish loyalty to the product, then the increase in sales can be achieved without a large advertising cost. The main objective of this research is to know the things that have a role to increase customer satisfaction and loyalty. It also conducted an evaluation of the Telkom Speedy service quality. This study uses Telkom Speedy's customer loyalty survey data in Surabaya as 222 data. Kruskall-Wallis test results that differ Speedy customer loyalty is in the customer behavioral aspects of household expenditure, higher loyalty owned by customers with lower financial capability. Based on a binary logistic regression analysis known that factors that affect customer satisfaction is variable reliability, assurance, and tangible.

Keywords : Customer Satisfaction, Loyalty, Telkom Speedy, Kruskall-Wallis, Binary Logistic Regression
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