Analysis of the Influence of Service Quality, Trust, and Customer Satisfaction to Customer Loyalty Flexi Mobile Broadband in the Region of Surabaya with SEM a Bayesian Approach

Name: Rinda Nariswari
NRP: 1308 100 083
Departement: Statistika FMIPA-ITS
Counsellor: Prof. Drs. Nur Iriawan, M.Ikomp., Ph.D.

Abstract
One of the ways to increase customer loyalty by improving service quality to be able to provide satisfaction to the customer. In addition to the service quality and customer satisfaction, customer trust to the company also have influence in increasing customer loyalty. PT Telekomunikasi Indonesia is one of liability company that is experiencing competition in maintaining stability of broadband internet access which is Mobile Broadband Flexi which is a service of mobile broadband with speeds up to 5 Mbps. For it in marketing research is needed to know of any statistical analysis of the influence of those factors of customer loyalty. Sampling using Simple Random Sampling with a population size of 53. The result of the analysis with SEM a Bayesian approach brings about that variable service quality (SQ) significantly affect customer loyalty (CL) with a coefficient of influence of 1.203. Variable service quality (SQ) significantly affects the variable customer satisfaction (CS) with the value of the influence of 0.7604. Variable Trust (TR) has no significant influence on customer loyalty (CL) of 0.5024 while the variable customer satisfaction (CS) effect significantly to customer loyalty (CL) of 0.3638

Keywords: Flexi Mobile Broadband, Customer Loyalty, SEM, Bayesian.