

ABSTRACT

This study aimed to determine the effect of each dimension of communication effectiveness (CE) on service quality (SQ) both functional and technical, and relationship quality (RQ), which leads to customer loyalty (CL) in telecommunications services. The study was done at the marketing, Enterprise Service Division (DES) Telkom Indonesia, which handles Corporate Customers (CC) cluster 1. CC managed by the Account Manager (AM) which is Telkom Stricker that directly deal with customers. Corporate Customer which managed by DES was designated as corporate customer base earlier in the year and should not be increased.

In this study using three-dimensional CE include communication frequency, bi-direction and quality while SQ views of functional and technical quality, RQ seen through trust and relationship commitment, and CL viewed through attitudinal and behavioral loyalty. This study used a modification model of some previous studies. Selection of this model based on similar characteristics of the object of research.

The population used is CC DES that has head office in Java, because that CC contributes 86% revenue DES. Data were collected using a questionnaire with respondents PIC CC to assess the effectiveness of communications in the built of customer loyalty. Processing of research data using Smart-PLS, the main impact of the seven independent variables examined. The results support the hypothesis models and show that roughly CE influential to SQ, SQ supports the establishment of relationship quality and relationship quality affects to built customer loyalty. Detailed findings imply that, bi-directional communication and quality are more influence on SQ but can not ignore the communication frequency. Technical and functional SQ has an influence on RQ. Trust and relationship commitment mediate mutual influence on attitudinal and behavioral loyalty. So to built customer loyalty can not only used trust or commitment, but must be both of them to be able to establish attitudinal and behavioral loyalty