ABSTRACT

This research discusses about the variables affecting customer satisfaction in Bandung with the object of research was the customers who have used the IM3 card service for at least six months and permanently or temporary domicile in Bandung. The affecting variables to be discussed in this research consist of price, network performance, reliability and service convenience obtained from the research that had been done before. From the results of previous studies also found that customer satisfaction influences customer loyalty. These four variables were tested to customer satisfaction and then the customer satisfaction directly tested related to customer loyalty by using Structural Equation Modeling method (SEM), a multivariate analysis of Factor Analysis, Structural Model and Path Analysis.

The results showed that network performance variable is a variable that had the greatest effect compared with other variables to customer satisfaction, namely equal to 79%. However, other variables also had positive influence on customer satisfaction. Meanwhile, it was found that the variable of customer satisfaction also has a huge influence on customer loyalty that is equal to 89%.

Based on the variables that influence customer satisfaction, then some recommendation were formulated for IM3 improvement services in an effort to increase satisfaction for maintain the IM3 customer loyalty. In accordance with the results of testing the hypothesis that most influence, the IM3 is recommended to put better prioritize improving the quality of network performance by increasing the number of base stations accompanied by increasing network maintenance followed by marketing about development of strong Indosat network in Bandung as in the effort to rebuild a strong signal perception of Indosat. By the recommendations of service quality improvement, IM3 is expected can provide satisfaction and value to its customers so it can generate loyal customers.

Keywords: customer satisfaction, customer loyalty, structural equation modeling.