ABSTRACT

Enterprise connectivity service is one of main revenue contributor for Telkom Divisi Enterprise Service (Telkom DES) which is contributing 41,30% from its total revenue. In 2017, Telkom DES were targeted to achieve revenue for Rp 7,98 bilion with growth 13,50% from last year achievement. This challenging target should be exceeded by Telkom DES. As the main revenue contributor, sales and retention this services must be improved.

This study is purposed to identify social antecedents (social interaction, open communication, and customer orientation) as well as offer-realted antecedents (perceived value and overall service quality) that establish trust and then influence customer loyalty commitment by using the Structural Equation model.

Data were collected to Telkom DES enterprise connectivity customers through online questionnaires distribution, and obtained 286 data and then analyzed by Path Anlysis using SPSS Aplication.

The result revealed that social antecedents were influenced trust, the factors ordered from the highest to the lowest influence were social interaction (34,07%), open communication (21,17%) dan customer orientation (19,69%). As well as offer-related antecedents also has influence to trust, , the factors ordered from the highest to the lowest influence were overall service quality (46,37%) and then perceived value (24,31%), and also trust has influence to commitment loyalty scored at 35,42%. In the other hand, social interaction has direct influence to commitment loyalty scored at 40,62%.

Reffering the result of this research, that all antecedents has major influenced to trust and also loyalty commitment, some suggestion been submitted to Telkom DES in order strenghtening of those antecendents.

Key Words : Social Antecedents, Offer-Related Antecedents, trust, loyalty commitment, Telkom, Enterprise Connectivity