

THE EFFECT OF SERVICE QUALITY OF MY TELKOMSEL TOWARD CUSTOMERS' SATISFACTION AND COMPANY IMAGE AS WELL AS THE IMPACT ON CUSTOMERS LOYALTY

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ABSTRACT

This research was conducted with the aim of knowing the effect of my Telkomsel service quality on customer satisfaction and corporate image and its impact on customer loyalty. The research method used in this research is descriptive quantitative research method with a causality research approach. The population in this study are Telkomsel customers who have used the MyTelkomsel application, who are domiciled in Indonesia. The sample used is as many as 110 respondents.

The research results show that there is a positive and significant effect of electronic service quality on Telkomsel customer satisfaction, there is a positive and significant effect of electronic service quality on Telkomsel's corporate image, there is a positive and significant effect of electronic service quality on Telkomsel customer loyalty, there is a positive and significant effect on customer satisfaction. To Telkomsel's customer loyalty, there is a positive and significant effect on the company's image on Telkomsel's customer loyalty. Customer satisfaction can mediate the relationship between electronic service quality and Telkomsel customer loyalty, and company image can mediate the relationship between electronic service quality and Telkomsel customer loyalty.

Keywords: Electronic Service Quality, Customer Satisfaction, Corporate Image, Customer Loyalty