ABSTRAK

TELKOMSELFlash adalah layanan internet tanpa kabel (*wireless*) yang pertama hadir di Indonesia sebagai *high speed wireless broadband*. Layanan internet ini menjanjikan bahwa pelanggan mendapatkan pemakaian internet cepat, stabil dan mudah. Namun pada kenyataannya pelanggan TELKOMSELFlash merasakan akses internetnya yang lambat dan sinyal yang didapat tidak stabil dan *disconnect* atau terputus-putus. Tujuan penelitian ini adalah untuk mengetahui *customer perceived value, customer satisfaction, dan customer loyalty* TELKOMSELFlash di Bandung serta besaran pengaruhnya.

Penelitian ini melakukan pengambilan sampel menggunakan teknik *nonprobability sampling* sebanyak 96 responden. Kuesioner yang diajukan sebanyak 17 item pernyataan. Teknik analisis datanya dengan menggunakan analisis deskriptif dan *path analysis*. Data yang terkumpul diolah dengan menggunakan *software* SPSS 20.

Penelitian ini menghasilkan *customer perceived value* TELKOMSELFlash di Bandung sebesar 71,78%, *customer satisfaction* sebesar 67,01% dan *customer loyalty* sebesar 63,43%. Pengaruh parsial antara *customer perceived value* terhadap *customer satisfaction* sebesar 69,9%. Pengaruh *customer satisfaction* terhadap *customer loyalty* sebesar 60,1%. Pengaruh *customer perceived value* terhadap *customer loyalty* sebesar 67,1%. Pengaruh *customer perceived value* dan *customer satisfaction* terhadap *customer loyalty* secara simultan sebesar 48,4%, sisanya dipengaruhi oleh variabel lain sebesar 51,6%.

Setelah melakukan penelitian ini, penulis mengharapkan untuk penulis selanjutnya untuk melakukan penelitian mengenai kualitas *performance* dari Flashzone dan melakukan penelitian dengan sampel yang lebih banyak sehingga hasil penelitian lebih representatif. TELKOMSEL diharapkan dapat memberikan *fair pricing* untuk TELKOMSELFlash.

Kata Kunci: *Customer perceived value***, *customer satisfaction, customer loyalty*

ABSTRACT

TELKOMSELFlash is a wireless internet service which is first presented in Indonesia as a high speed wireless broadband. The internet service assured that customers get fast, stable, and easy internet usage. In fact, TELKOMSELFlash's customers feel that its internet access is slow and it has unstable signal or disconnect. The purpose of this research is to understand customer perceived value, customer satisfaction, and customer loyalty of TELKOMSELFlash in Bandung and its influence.

This research was conducted using the technique of nonprobability sampling as much as 96 respondents. The questionnaire presented consists of 17 items statement. The data analysis techniques is using descriptive analysis and path analysis. The data collected is treated using SPSS 20 software.

On this research, it is found that customer perceived value of TELKOMSELFlash in Bandung is 71,78%, customer satisfaction influence is 67,01% and customer loyalty influence 63,43%. The parsial influence of customer perceived value on customer satisfaction is 69,9%. Influence of customer satisfaction on customer loyalty is 60,1%. Influence of customer perceived value on customer loyalty 67,1%. The influence of customer perceived value and customer satisfaction on customer loyalty simultaneously is 48,4%, the remaining influence by others variabel is 51,6%.

After doing this research, the author expects subsequent author to conduct a research about the quality performance of Flashzone and bigger the size of sample to make it more representative. TELKOMSEL is expected to provide fair pricing for TELKOMSELFlash.

Key words : *Customer perceived value*, *customer satisfaction, customer loyalty.*