

ABSTRAK

Saat ini persaingan perusahaan provider semakin ketat dari sebelumnya. Konsumen dengan mudah dapat berpindah dari satu operator ke operator lain sehingga perusahaan dituntut untuk mengubah konsumennya menjadi pelanggan yang loyal dengan membentuk komunitas. Begitupun dengan PT. Telkomsel yang membentuk komunitas, yaitu Telkomsel *School Community*.

Dalam penelitian ini, terdapat variabel bebas yaitu *community marketing* yang terdiri dari empat sub variabel, yaitu *membership*, *influence*, *integration and fulfillment of needs*, dan *shared emotional connections*. Dan variabel terikat yaitu loyalitas pelanggan.

Penelitian ini termasuk kedalam penelitian deskriptif dan kausal. Populasi dalam penelitian adalah seluruh anggota komunitas Telkomsel *School Community* di Sekolah Menengah Atas dan Sederajat di kota Bandung. Sampel yang terpilih adalah 90 responden dengan menggunakan teknik *probability sampling* melalui pendekatan *simple random sampling*. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, analisis statistik deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis.

Dari hasil analisis regresi linear berganda, diperoleh bahwa *community marketing* berpengaruh secara signifikan terhadap loyalitas pelanggan Telkomsel yang menjadi anggota komunitas Telkomsel *School Community* di Sekolah Menengah Atas dan Sederajat di kota Bandung sebesar 61,1%.

Dapat disimpulkan bahwa variabel *community marketing* berpengaruh secara signifikan terhadap loyalitas pelanggan. Dengan demikian PT. Telkomsel perlu mempertahankan elemen-elemen yang sudah dinilai baik dan perlu memperbaiki hal-hal yang masih kurang agar lebih mampu meningkatkan loyalitas pelanggan Telkomsel.

Kata Kunci: *Community Marketing*, Loyalitas Pelanggan

ABSTRACT

Nowadays, provider companies competition is getting tougher than ever. Consumers can be easily move from one operator to another operator so that the company expected to change the customers into loyal customers by forming a community. As well as the PT. Telkomsel that forming a community, namely Telkomsel School Community.

In this research, there is an independent variable namely community marketing which consists of four sub-variables, namely membership, influence, integration and fulfillment of needs, and shared emotional connections. And dependent variable is customer loyalty.

This research includes into descriptive and causal research. The population is all members of community in Telkomsel School Community in High School and the equivalent in Bandung. The sample of 90 respondents was selected by using probability sampling technique through a simple random sampling approach. The analysis method used validity test, reliability test, descriptive statistics analysis, the classical assumption test, multiple linear regression analysis, and hypothesis testing.

From the results of multiple linear regression analysis, obtained that community marketing significantly influence the customer loyalty of Telkomsel which is a member of the Telkomsel School Community in High School and the equivalent in the city of Bandung with the value is 61.1%.

It can be concluded that the marketing community variables significantly influence the customer loyalty. Thus PT. Telkomsel should maintain the elements that are considered good and need to fix the things that are lacking in order to be able to increase customer loyalty Telkomsel.

Keyword: Community Marketing, Customer Loyalty