

ABSTRACT

The rapid expansion of tower assets among Indonesia's three main Tower Providers is indicative of intensifying competition in the country's telecommunications business, particularly among Tower Provider Companies. To become the finest Tower Provider firm in Indonesia and perhaps all of Southeast Asia, each Tower Provider is engaging in both organic and inorganic strategies to accelerate the growth of their assets. PT Dayamitra Telekomunikasi Tbk., also known as Mitratel, is a wholly owned subsidiary of PT Telkom Indonesia (Persero) Tbk. Mitratel's telecommunications tower division was established in 2008. Mitratel currently oversees more than 34,800 communication towers around Indonesia. Mitratel's goal is to become the largest tower provider in Southeast Asia, so the company is constantly working to boost customer loyalty. This will allow Mitratel to receive new tower building orders from all Indonesian cellular providers.

Using data from a Customer Satisfaction Study conducted with Mitratel's existing clientele, this investigation will analyze how CRM and corporate reputation affect customer loyalty. All 155 participants were either current or former customers of Mitratel tower company. In this study, a quantitative method was applied. The data used is primary data gleaned from survey responses and statistically analyzed utilizing data processing techniques implemented in the SEM PLS analysis procedure.

The findings of this study indicate that Customer Relationship Management (CRM) and company reputation impact customer satisfaction and customer loyalty; however, CRM's impact on loyalty cannot be directly influenced, and thus, high customer satisfaction is required for the CRM to form strong customer loyalty. The company's CRM, if it can deliver customer happiness, can build client loyalty, hence working to develop it is of utmost importance. This investigation not only demonstrates that customer satisfaction affects customer loyalty, but also that it can mitigate the effect of customer relationship management (CRM) and corporate reputation on customer loyalty.

Keywords: customer relationship management, company reputation, customer satisfaction, customer loyalty, tower telecommunication.