

ABSTRAK

Perkembangan teknologi informasi telah membawa manusia kedalam pola interaksi yang beragam, *market place* yang baru, dan jaringan bisnis dunia yang tanpa batas. Teknologi informasi berkembang pesat saat internet hadir sebagai ruang komunikasi baru yang mampu menghubungkan jaringan komputer di seluruh dunia. PT. Telekomunikasi Indonesia melihat peluang dari lahirnya internet dan kemudian menjadikan Speedy sebagai penyedia layanan internet paling dominan di Indonesia. Walaupun jumlah pelanggan Speedy berada dalam keadaan stabil, perusahaan masih tetap membutuhkan informasi tentang loyalitas pelanggan, karena saat ini konsumen lebih kritis, lebih cerdas, sadar akan harga, lebih banyak menuntut, dan didekati oleh banyak pesaing. Menurut Robinette dalam Huriyati mengungkapkan bahwa semakin tinggi nilai yang dirasakan semakin tinggi pula loyalitas dan profit yang diperoleh perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh *Customer Perceived Value* terhadap loyalitas pelanggan pengguna Telkom Speedy di Plasa Telkom Supratman Bandung.

Jenis penelitian yang digunakan dalam Tugas Akhir ini adalah penelitian deskriptif dan kausal. Adapun teknik yang digunakan yaitu analisa statistik regresi linier sederhana dan metode teknik *incidental sampling*. Pengambilan sampel dilakukan melalui responden yang merupakan pelanggan Speedy di Plasa Telkom Supratman.

Hasil penelitian menggunakan analisis regresi linier sederhana menunjukkan bahwa *customer perceived value* berpengaruh terhadap loyalitas pelanggan dengan persamaan $Y = 5,103 + 0,302 X$, maka rata-rata loyalitas pelanggan bernilai 5,103. Sedangkan koefisien regresi b memiliki arti bahwa jika variabel *customer perceived value* (X) meningkat sebesar satu satuan, maka Loyalitas Pelanggan (Y) akan meningkat sebesar 0,302. Setelah dilakukan pengolahan data didapatkan hasil korelasi (r) sebesar 0,727 yang berarti terdapat hubungan yang kuat antara *customer perceived value* dengan loyalitas pelanggan. Kontribusi pengaruh *customer perceived value* terhadap loyalitas pelanggan sebesar 52,9% dan sisanya 47,1% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian. Uji signifikansi uji-t menunjukkan terdapat pengaruh yang signifikan antara *customer perceived value* terhadap loyalitas pelanggan speedy di Plasa Telkom Supratman

Berdasarkan hasil penelitian menunjukkan bahwa *total customer value* dan *total customer cost* produk Telkom Speedy sudah berada dalam kategori baik. Loyalitas pelanggan juga berada dalam kategori memuaskan. Dengan demikian dapat disimpulkan bahwa terdapat pengaruh yang positif antara *customer perceived value* terhadap loyalitas pelanggan pengguna Telkom Speedy.

Kata Kunci : Telkom Speedy, Customer Perceived Value, Loyalitas Pelanggan

ABSTRACT

The revolution of information technology has brought people to the diverse patterns of interaction, a new market place, and business networking world without any borders. The current information technology is growing rapidly as the internet present new communication space that is capable of connecting computer networks around the world. PT. Telekomunikasi Indonesia sees opportunities from birth of the internet and then make Speedy as the most dominant internet service provider in Indonesia. Although the number of Speedy customers are in a stable state, companies still need information about customer loyalty, as consumers are more critical nowadays, more intelligent, aware of the price, more demanding, and approached by many competitors. Robinette said in Huriarti, that the higher satisfaction of customer, then the higher loyalty and profit will come to the company. The purpose of this study was to determine how much influence of the Customer Perceived Value on Telkom Speedy users customer loyalty at Plasa Telkom Supratman Bandung.

This type of research used in this Final Project is descriptive and causal research. The technique used is simple linear regression statistical analysis and incidental sampling technique methods. Sampling was done by respondents who are customers at Plasa Telkom Speedy Supratman.

Results of studies using simple linear regression analysis showed that customer perceived value affect customer loyalty with the equation $Y = 5.103 + 0.302 X$, then the average customer loyalty is worth 5,103. While the regression coefficient b has the meaning that customer perceived value if the variable (X) increases by one unit, then the customer loyalty (Y) will increase by 0.302. After processing the data showed that correlation (r) is 0.727, which means there is a strong relationship between customers perceived value with customer loyalty. Contributions influence of customer perceived value on customer loyalty at 52.9% and the remaining 47.1% is influenced by other variables that not included in the study. Significance test t -test showed a significant influence between customers perceived value on customer loyalty at Plasa Telkom Speedy Supratman.

Based on the results of the study showed that the total customer value and total customer cost Telkom Speedy products already in the good category. Customer loyalty also be in satisfactory category. It can be concluded that there is a positive effect between customer perceived value on customer loyalty Telkom Speedy customers.

Keywords: Telkom Speedy, Customer Perceived Value, Customer Loyalty