

# **EFFECT OF CUSTOMER VALUE TOWARD CUSTOMER LOYALTY OF SIMPATI TELKOMSEL IN BANDAR LAMPUNG**

## **ABSTRACT**

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Customer loyalty has a major role for the benefit of the company. In the long run more beneficial than maintaining old customers continue to attract and cultivate new customers, because of the high cost of acquiring new customers in the competitive climate in such tight. For example, in the GSM business competition, while the operators are keen to do promotion for new customers.

Price starter pack getting cheaper, where price selling below the value of pulses that is in it for attracting new customers. Though only managed to sell a starter pack that does not mean adding new customers, as is the case today many of the new customers discard cards prime when the active period runs out, because he had to recharge pulse, he should spend more money to fill pulse and more profitable to buy a starter pack recharge cards than ever.

In the increasingly fierce competition, the company requires a strong customer loyalty to survive let alone now many customers are only loyal to price.

The problem faced by the Company are indicative unloyalty existence of GSM subscribers is also seen in the customers sympathy. Simpati is one of Telkomsel's GSM prepaid products. Telkomsel is one company that is engaged in GSM mobile telekomunikasi that focuses on the provision of satellite-based communication technologies. Telkomsel also have many products used by society, such as kartuHALO, simpati, and an AS. Currently, Telkomsel is the market leader mobile business are almost hold a 50% share of the mobile market. But behind his success, Telkomsel also still faces a number of churn that occurs in simpati.

Lack of loyalty one customer is due to the presence of a few that have not been optimal customer value perceived by the customer. The issue of customer value can be indicated as follows: some customers perceived rates are more expensive than other carriers. Choice vouchers that fewer and considered expensive for some customers when compared to other operators. And loyalty programs are perceived by customers as less bonus credits and bonus short message service (SMS).

Identify problems that can be as follows: Is there any effect of customer value on customer loyalty in Graha Pari simpati Telkomsel Bandar Lampung.

This study aims to determine how the effect of customer value on customer loyalty Simpati in Grahapari Telkomsel Bandar Lampung.

The method used is the method of survey research with analytical descriptive research.

The sampling technique used was accidental with a sample set 90 people, the customers who come to the Graha pari simpati Telkomsel Bandar Lampung.

The data collection includes literature study and field research by observation, interviews, and questionnaires.

The hypothesis put forward is Customer value has an influence on customer loyalty.

In statistics Customer Value has an influence on the amount of numbers Customer Loyalty R square ( $r^2$ ) was 0.517. This figure will be used to see the influence of Customer Value on customer loyalty by calculating the coefficient of determination (KD) using the formula  $KD = r^2 \times 100\%$ . This suggests that the variability can be explained by using the Loyalty of Customer Value at 51.7%, while 48.3% of the effect caused by other variables outside the model. This is reflected in the significance of the number 00 000 which is less than 0.05, which means there is influence between customer loyalty Customer Value. This shows that the hypothesis which states built significant customer value to Customer Loyalty Simpati for PT Telkomsel Bandar Lampung unsubstantiated.