

Analysis of Factors Affecting Consumer Loyalty Telkomsel In Bandar Lampung

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Abstract

The emergence of several mobile operators lead to increasing competition in the mobile telecommunications industry, mobile telecom products is increasing and diverse. Therefore, the community has a lot of options and more selective in choosing and deciding on which mobile operator, on what products to use. Seeing the condition of increasingly fierce competition, the mobile operator that has the advantage to be selected by the community.

The rapid growth of the telecommunications industry mendoong dilakukan research to know the opinion of the consumer about the benefits, trust and communication on consumer loyalty Telkomsel in Bandar Lampung. The hypothesis is: benefits, communication and trust of customers significant effect on customer loyalty.

The analytical tool used to prove hipoetsis is multiple linear regression. The data becomes the input to be processed comes from 100 consumers Telkomsel. The calculation result shows that the benefits are very good with an average score of 4, excellent communication with an average score of 4, trust is very good with an average score of 4, and loyalty is very good with an average score of 4 The hypothesis of this study acceptable. Thus all independent variables significantly influence Telkomsel mobile loyalty card users. Coefficient is variable trust largest regeresi 0,504. Followed by a regression coefficient of 0.306 and a communication variable variables that have the smallest effect on customer loyalty is the benefit of only 0.214.

Suggestions put forward as follows: Telkomsel should maintain good komunikasi that has existed so far and trust in the service. This needs to be maintained so that Telkomsel customer loyalty can be maintained. Telkomsel increases comfort waiting room and kecepatanwaktu pelayanan and timely completion of services. Improvement of these three factors is possible because the influence of these factors have the effect of 0.214 new loyalty card users Telkomsel.

Keywords: Trust, communication, benefits and loyalty