

## Analisis pengaruh faktor - faktor inovasi terhadap peningkatan loyalitas pelanggan dengan metode structural equation modeling = Analysis the effect of innovation factors in escalation of customer loyalty by using structural equation modeling method

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh faktor-faktor inovasi terhadap peningkatan loyalitas pelanggan pada perusahaan telekomunikasi. Perusahaan telekomunikasi yang dijadikan objek penelitian adalah PT Indosat Tbk., sampel diambil dari pelanggan Indosat yang berada di Jabodetabek dan menggunakan produk dan layanan GSM dari Indosat. Faktor inovasi yang digunakan adalah relative advantage dan compatibility, dan dilihat dari 4 area inovasi yaitu produk, layanan, teknologi, dan pemasaran. Sedangkan loyalitas pelanggan tersusun dari beberapa anteseden, yaitu customer expectation, perceived quality, perceived value, corporate image, customer satisfaction, customer trust/confidence, customer commitment, customer complaint, dan customer loyalty. Dengan menggunakan Structural Equation Modeling (SEM) didapatkan bahwa ternyata faktor inovasi tidak memiliki pengaruh langsung yang signifikan terhadap loyalitas pelanggan, namun tetap memiliki pengaruh total yang signifikan melalui pengaruhnya terhadap anteseden dari loyalitas, seperti customer expectation, perceived quality, corporate image, dan customer trust/confidence. Selain itu, didapatkan pula bahwa faktor inovasi (relative advantage dan compatibility), komitmen pelanggan (customer commitment), kepercayaan pelanggan (customer trust/confidence), dan kepuasan pelanggan (customer satisfaction) merupakan empat faktor utama yang memiliki pengaruh signifikan terhadap loyalitas pelanggan Indosat. Melalui pengaruhnya yang signifikan terhadap loyalitas, Indosat perlu mempertimbangkan faktor inovasi (relative advantage dan compatibility) dalam meningkatkan loyalitas pelanggannya, yang pada akhirnya akan meningkatkan value dari Indosat.

*This study aimed to investigate the influence of innovation factors to increase customer loyalty in the telecom companies. Telecommunications Company which becomes object of the research is PT Indosat Tbk., and samples were taken from our customers who live in Jabodetabek and use of products and services from Indosat's GSM. Innovation factors used are relative advantage and compatibility, and its being view from four areas of innovation, product, service, technology, and marketing. While customer loyalty is composed of several antecedents, namely customer expectation, perceived quality, perceived value, corporate image, customer satisfaction, customer trust/confidence, customer commitment, customer complaint, and customer loyalty. Structural Equation Modeling (SEM) using showed that in fact innovation factors has no significant direct influence on customer loyalty, but still has a significant total effect through its influence on the antecedents of loyalty, as customer expectation, perceived quality, corporate image and customer trust/confidence. In addition, it was found also that the factor of innovation (relative advantage and compatibility), commitment of customer, customer trust, and customer satisfaction are the four main factors that have significant influence on customer loyalty in Indosat. Through a significant effect on loyalty, Indosat will need to consider the factor of innovation (relative advantage and compatibility) in improving customer loyalty, which in turn will increase the value of Indosat.*