

Analisis corporate social responsibility dan service quality terhadap customer satisfaction dan pengaruhnya terhadap customer loyalty; studi kasus pada produk seluler XL (PT. XL Axiata, Tbk) = Analysis the effect of corporate social responsibility and service quality on customer satisfaction and the impact on customers loyalty; case study on XL cellular Pproduct in PT. XL Axiata, Tbk.

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Abstrak

Melaksanakan kegiatan Corporate Social Responsibility (CSR) adalah suatu kewajiban yang wajib dilakukan perusahaan pada umumnya. XL sebagai salah satu perusahaan telekomunikasi dan operator seluler sejak tahun 2006 sudah mulai menerapkan program CSR. Selain itu service quality merupakan suatu elemen penting di dalam perusahaan yang dapat mempengaruhi kepuasan pelanggan. Dimana nantinya dari loyalitas pelanggan dapat ditunjukkan dalam beberapa cara seperti customer retention, recommendation, dan share of wallet.

Hasil penelitian ini menemukan bahwa CSR tidak berpengaruh secara signifikan terhadap customer satisfaction, sedangkan service quality berpengaruh secara signifikan terhadap customer satisfaction, dan customer satisfaction berpengaruh secara signifikan terhadap customer retention, recommendation, dan share of wallet.

*Nowadays, the implementation of Corporate Social Responsibility (CSR) is a must for every firm in Indonesia. XL, as one of the players in Indonesia telecommunication industry since 2006, has implemented CSR program. Besides that, service quality is an important element that gives affects to customer satisfaction. Customer retention, recommendation, and share of wallet are factors that try to be identified as the customer loyalty.*

*Based on the research result, CSR does not affect customer satisfaction significantly, whereas service quality affects customer satisfaction significantly and customer satisfaction affects customer retention, recommendation, and share of wallet significantly.*