

Analisis pengaruh hubungan antara kualitas pelayanan, nilai yang dirasakan, kepuasan pelanggan dan niat pembelian kembali pada layanan nilai tambah seluler : studi kasus: value added services
Telkomsel = Analysis of effect the relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value added services: case study : value added services
Telkomsel

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Abstrak

[ABSTRAK

Skripsi ini membahas tentang hubungan antara kualitas pelayanan, nilai yang dirasakan, kepuasan pelanggan dalam mempengaruhi niat pembelian kembali layanan nilai tambah seluler atau yang lebih dikenal Value Added Services (VAS) pengguna Telkomsel. Hasil penelitian menunjukkan bahwa kualitas pelayanan mempunyai pengaruh positif terhadap nilai yang dirasakan pelanggan, kepuasan pelanggan dan niat pembelian kembali. Untuk variabel Nilai yang dirasakan pelanggan juga dinyatakan berpengaruh secara positif terhadap kepuasan pelanggan kemudian berpengaruh positif tetapi hubungannya negatif atau tidak signifikan terhadap niat pembelian kembali dari pelanggan VAS Telkomsel. Hubungan kepuasan pelanggan berpengaruh secara positif terhadap niat pembelian kembali dari pelanggan VAS Telkomsel. Hasil penelitian ini menyarankan agar peningkatan nilai yang dirasakan atau diterima pelanggan harus selalu ditingkatkan dan diperbaiki, sehingga bisnis yang berkelanjutan dan perolehan laba akan tetap stabil cenderung meningkat melalui pembelian kembali oleh pengguna VAS Telkomsel.

ABSTRAK

This thesis studies about the relationship between service quality, perceived value, customer satisfaction affects post-purchase intentions mobile value added services or better known as Value Added Services (VAS) of the Telkomsel users. Results showed that service quality has a positive impact on the perceived value by customers, customer satisfaction and post-purchase intentions. For perceived value by the customer variables also stated positively affect customer satisfaction and have a positive but a negative relationship or no significant effect on post-purchase intentions of customers VAS Telkomsel. Relationships positively affect customer satisfaction on post-purchase intentions of customers VAS Telkomsel. These results suggest that increasing the perceived value the customer receives should always be upgraded and improved, so that a sustainable business and profitability will remain stable is likely to increase through the repurchase by the user VAS Telkomsel., This thesis studies about the relationship between service quality, perceived value, customer satisfaction affects post-purchase intentions mobile value added services or

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