

Pengaruh customization terhadap loyalitas studi kasus indovision = The impact of customization strategy on loyalty pay tv indovision case study

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Abstrak

Skripsi ini membahas tentang pengaruh dari service customization yang dilakukan oleh Televisi Berlangganan Indovision. Customization sendiri berarti memberikan service yang berbeda-beda untuk tiap konsumen sesuai dengan kebutuhan konsumen tersebut. Tujuan dari penelitian ini adalah untuk menjelaskan dampak dari customization terhadap loyalitas, perceived quality, kepercayaan, kepuasan, dan hipotesisnya pada pelanggan produk Indovision di Jabodetabek.

Studi kasus yang dipilih adalah Indovision, karena Indovision menggunakan customization dengan menyediakan berbagai paket dan channel TV a la carte sesuai dengan yang konsumen butuh dan inginkan. Analisis data pada penelitian ini menggunakan analisis Structural Equation Modelling (SEM) di program Lisrel.

Hasil penelitian ini menunjukkan bahwa customization mempunyai hubungan yang signifikan terhadap perceived quality, kepuasan pelanggan, kepercayaan pelanggan, dan loyalitas. Selain itu, penelitian ini juga memperlihatkan adanya pengaruh signifikan antara perceived quality terhadap perceived value dan kepuasan pelanggan, perceived value terhadap kepuasan pelanggan, kepuasan pelanggan terhadap kepercayaan pelanggan dan loyalitas pelanggan, moderasi dari kepuasan terhadap hubungan customization dan loyalitas.

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This research discusses of service customization carried out at Pay TV Indovision. Customization means providing wide variety of services that can be chosen by each individual customer based on his/her needs. The objective of this research is to explain the impact of customization on loyalty, perceived quality, trust, satisfaction and its hypothesis on the customers of Indovision in Jabotefabek area.

The case of Indovision is selected, because that Indovision enables customization by providing a variety of packages and a la carte TV Channels based on the needs of its customers. The data analysis of this research applies Structural Equation Modelling (SEM) Analysis of LISREL program.

The result of this research indicate that Customization has significant relationship with perceived quality, customer satisfaction, customer trust, and customer loyalty. Beside that, this research also show significant impact between perceived quality on perceived value and satisfaction, perceived value on customer satisfaction, satisfaction on trust and loyalty, and moderating effect of customer satisfaction on customization and loyalty relationship.