

Pengaruh bauran pemasaran terhadap perceived value, perceived positioning dan loyalitas pelanggan Indosat Mentari = The influence of marketing mix on perceived value, perceived positioning and customer loyalty of Indosat Mentari

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran terhadap perceived value, perceived positioning dan loyalitas pelanggan Indosat Mentari. Data diperoleh melalui metode survey dengan kuesioner yang menggunakan 265 sampel pengguna kartu Indosat Mentari. Analisa data dimulai dari uji pendahuluan yang mencakup uji validitas dan reliabilitas. Setelah instrumen penelitian dinyatakan lolos uji, dilakukan analisa struktural menggunakan Structural Equation Modelling(SEM).

Hasil penelitian menunjukkan bahwa bauran pemasaran memiliki pengaruh yang positif dan signifikan terhadap perceived value, perceived value memiliki pengaruh yang positif dan signifikan terhadap perceived positioning, perceived positioning memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan, serta perceived value memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan Indosat Mentari.

.....This research aims to analyze the effect of marketing mix on perceived value, perceived positioning and customer loyalty of Indosat Mentari. The Data obtained through the survey with questionnaire method that uses a sample of 265 users Indosat Mentari card. Data analysis starts from the preliminary test which includes validity and reliability test. After research instruments stated the test passes, the structural analysis is done using Structural Equation Modelling (SEM).

The results showed that marketing mix has a positive and significant impact on the perceived value, perceived value has a positive and significant influence on perceived positioning, perceived positioning has positive and significant influence to customer loyalty, and the perceived value has a positive and significant impact on customer loyalty of Indosat Mentari.