

Analisis pengaruh kepuasan penanganan keluhan melalui media sosial terhadap keberlangsungan penggunaan produk dan layanan telekomunikasi: studi kasus PT. XL Axiata tbk. = The impact of social media complaints handling satisfaction to continuous usage intention of telecommunications products and services: case study of PT. XL Axiata tbk.

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Abstrak

ABSTRAK

Penanganan keluhan merupakan salah satu hal yang penting dilakukan dalam bisnis jasa. Penanganan keluhan yang baik dapat meningkatkan kepuasan pelanggan yang diwakili oleh Perceived Justice terhadap penyedia layanan. Penelitian ini bertujuan untuk melihat hubungan dan dampak penanganan keluhan melalui media sosial terhadap keberlangsungan penggunaan produk dan layanan telekomunikasi. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan melakukan penyebaran kuesioner kepada pelanggan XL yang pernah mengajukan keluhan melalui akun Twitter resmi @XLCare. Dari hasil penyebaran kuesioner, didapatkan responden sebanyak 238 orang responden dari 19 Oktober 2016 hingga tanggal 25 November 2016. Data kemudian dianalisis menggunakan metode Structural Equation Modelling dengan bantuan piranti lunak IBM SPSS AMOS 24 dan IBM SPSS Statistics 20. Hasil penelitian ini menunjukkan bahwa Distributive Justice dan Prodeural Justice berpengaruh terhadap Customer Satisfaction. Kemudian ditemukan hubungan signifikan antara Customer Satisfaction, Trust, Product Quality, e-WOM dan Continuous Usage.

ABSTRACT

Complaint handling is an important thing in the business services. Handling complaints can increase customer satisfaction which represented by perceived justice with the service provider. This study aims to find the relationship and impact of the complaints handling through social media to continue to use telecommunication products and services. This study uses a quantitative approach by distributing questionnaires to subscribers who have submitting complaint through the official twitter account @XLCare. There were 238 responses obtained from October 19th, 2016 until November 25th, 2016. The data were analyzed using Structural Equation Modeling with IBM SPSS AMOS 24 and IBM SPSS Statistics 20. The results discovered that Distributive Justice and Procedural Justice have significant effect on Customer Satisfaction. Moreover, this study also pinpointed a significant relationship between Customer Satisfaction, Trust, Product Quality, e-WOM and Continuous Usage.