

Analisis tuntutan pelanggan, kinerja bauran pemasaran jasa, nilai pelanggan, dan penggunaan jasa telekomunikasi

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Abstrak

Telecommunication service industry has been facing a rapid development in recent years. There are four kind of telecommunication services (JASTEL) which has their own business performance. Presumably JASTEL Usage - as one of the business performance measures -has been, without exception, affected by Customer Value. Simultaneously Customer Value is most likely be influenced by Customer Requirement and JASTEL Marketing Mix Performance. This article analyzes both the Customer Requirement and Service Marketing Mix Performance Influence onto Customer Value and altogether its impact on JASTEL Usage. Hereby are the conclusions: (1) There emerges a discrepancy in Customer Requirement, Service Marketing Mix Performance, Customer Value and JASTEL Usage among Fixed JASTEL, Cellular Mobile JASTEL and Fixed Wireless JASTEL, (2) Customer Requirement influences JASTEL Marketing Mix Performance and both of them do affect Customer Value, (3) Customer Requirement, Service Marketing Mix and JASTEL Customer Value do affect JASTEL Usage.