

## Peranan kepuasan atribut jasa dan kepercayaan dalam menciptakan persepsi nilai pelanggan yang mampu membangun loyalitas pelanggan: studi kasus: industri penyedia jasa internet di Jakarta

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### Abstrak

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Popularitas internet berkembang dengan pesat. Cepat atau lambat konsumen akan menghadapi keputusan untuk memilih Internet Service Provider (ISP). Penelitian ini membangun konstruk dan menguji secara empiris sebuah model yang mengkaji antecedent atau pemicu loyalitas pelanggan terhadap ISP. Confirmatory Factor Analysis (CFA) dilakukan untuk memeriksa reliabilitas dan validitas model pengukuran. Adapun teknik structural equation modeling digunakan untuk mengevaluasi model struktural.

Berdasarkan survei yang dilakukan di sekitar Kampus Universitas Indonesia, penelitian ini menunjukkan bahwa perceived value sangat penting untuk menciptakan overall customer satisfaction secara langsung, dan mempengaruhi commitment dan loyalty intentions terhadap ISP secara tidak langsung. Selain itu perceived trust terhadap ISP mempertajam overall satisfaction. Dasar untuk membangun perceived value adalah menciptakan kepuasan pelanggan terhadap atribut jasa (attribute service satisfaction). Temuan lain dari penelitian ini menunjukkan adanya peran mediasi commitment terhadap hubungan antara customer's overall satisfaction dengan loyalty intention terhadap ISP yang mereka gunakan.

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Internet popularity is growing at an impressive rate. Sooner or later, every consumer has to deal with the decision of choosing an Internet Service Provider (ISP). This study developed and empirically tested a model examining the antecedents of customer loyalty toward ISPs. Confirmatory Factor Analysis (CFA) was performed to examine the reliability and validity of the measurement model, and the structural equation modeling techniques were used to evaluate the causal model.

Based on survey at University of Indonesia, this study showed that perceived value is considered in generating customer overall satisfaction directly, therefore perceived value would influence commitment and loyalty intention toward an ISP indirectly. Similarly, perceived trust of an ISP would enhance overall satisfaction. In addition, the basis to develop perceived value is to create customer satisfaction toward attribute services. Another finding, the study demonstrated that commitment serves as mediating variable between consumer's overall satisfaction and loyalty intentions towards their ISP.