

## ABSTRAK

Nama : Ahmad  
Program Studi : Magister Manajemen  
Judul : Pengaruh *Corporate Image, Trust, Dan Perceived Switching Cost*  
Terhadap *Perceived Service Quality* Dan *Customer Loyalty* Pada  
Kartu Mentari

Studi ini dilakukan untuk memeriksa mekanisme diamati terlibat dalam hubungan antara kualitas layanan yang dirasakan dan kesetiaan pelanggan dalam simcard Mentari. Tujuan dari penelitian ini adalah untuk menguji hipotesis bahwa hubungan antara kualitas layanan yang dirasakan dan kesetiaan pelanggan dimediasi, oleh citra perusahaan, kepercayaan, dan biaya switching. Responden sebanyak 136 dari semua pengguna layanan jasa telpon seluler Mentari untuk menyelesaikan suatu survey yang meliputi langkah-langkah dari: 1. hubungan antara kualitas layanan yang dirasakan dan kesetiaan pelanggan, 2. hubungan antara kualitas layanan yang dirasakan dan kepercayaan, 3. hubungan antara kepercayaan dan dirasakan biaya switching, 4. hubungan antara kepercayaan dan kesetiaan pelanggan, 5. hubungan antara citra perusahaan dan loyalitas pelanggan, 6. hubungan antara kualitas layanan yang dirasakan dan citra perusahaan, 7. hubungan antara biaya switching dirasakan dan kesetiaan pelanggan, dan 8. hubungan antara kualitas layanan yang dirasakan dan dianggap biaya switching.

Kata kunci : *Customer Loyalty, Perceived Service Quality, Trust, Corporate Image, Perceived Switching Cost*

## ABSTRACT

Name :Ahmad  
Study Program :Magister Management  
Title :The Effect of Corporate Image, Trust, And Perceived Switching Cost  
To Perceived Service Quality And Customer Loyalty For Mentari  
Sim card

This study was conducted to examine the mechanisms involved in observed relations between perceived service quality and customer loyalty in Mentari simcard. The purpose of the present research was to test the hypothesis that relations between perceived service quality and customer loyalty are mediated, by corporate image, trust, and perceived switching costs. Respondents (N=136) from consumer that use Mentari provider completed a survey that included measures of : 1. the relationship between perceived service quality and customer loyalty, 2. the relationship between perceived service quality and trust, 3. the relationship between trust and perceived switching costs, 4. the relationship between trust and customer loyalty, 5. the relationship between corporate image and customer loyalty, 6. the relationship between perceived service quality and corporate image, 7. the relationship between perceived switching costs and customer loyalty, and 8. the relationship between perceived service quality and perceived switching cost.

Keyword : Customer Loyalty, Perceived Service Quality, Trust, Corporate Image,  
Perceived Switching Cost