ABSTRAK

Pertumbuhan jumlah pengguna telekomunikasi bergerak dan penurunan dalam layanan suara konvensional telah secara gradual menurunkan ARPU (*Average Revenue Per User*) sehingga menurunkan keuntungan penyedia layanan telekomunikasi bergerak. Situasi ini mengungkapkan bahwa penghasilan dari layanan suara konvensional tidak akan cukup bagi penyedia layanan telekomunikasi bergerak untuk bertahan. Oleh karena itu, selain layanan suara konvensional, *mobile value-added services* secara alami telah menjadi kesempatan baru bagi penyedia jasa untuk meningkatkan keuntungan. Layanan ini termasuk *games*, *icons*, *ringtones*, *messages*, *web browsing*, SMS *(short message services) coupons* dan transaksi elektronik. Pada pengertian yang mudah dan meluas, *mobile value-added service* adalah pengertian dalam industri telekomunikasi untuk layanan tambahan (*non-core services*), singkatnya, semua layanan yang ditawarkan selain dari layanan standar telepon (*basic service*). Studi sebelumnya tentang pemasaran telah menyatakan bahwa kunci dari kesuksesan perusahaan dan nilai tambah kompetitif adalah peningkatan kualitas layanan, perceived value dan kepuasan pelanggan dan studi sebelumnya untuk mengukur kualitas *mobile-services* masih sedikit dilakukan. Penelitian ini dilakukan dengan tujuan untuk menguji sebuah skala untuk mengukur kualitas layanan *mobile value-added services,* meneliti hubungan antara kualitas layanan, *perceived value*, kepuasan pelanggan, *switching cost* dan loyalitas pelanggan untuk mengetahui dimensi kualitas pelayanan *mobile value-added services* dan mengetahui perilaku konsumen dalam memilih *mobile value-added services*. Penelitian ini dilakukan dengan metode SEM (*Structural Equation Modeling*) dimana diajukan konstruk kualitas layanan, *perceived value*, kepuasan pelanggan dan *switching cost* yang akan membentuk loyalitas pelanggan. Skala pengukuran kualitas layanan *mobile value-added services* yang digunakan adalah kualitas konten, manajemen dan layanan pelanggan, dan keandalan sistem dan kualitas sambungan. Setelah dilakukan pengujian, skala pengukuran kualitas layanan *mobile value-added services* yang utama adalah manajemen dan layanan pelanggan, kualitas konten dan terakhir keandalan sistem dan kualitas sambungan. Sedangkan hasil pengukuran dengan SEM menunjukkan bahwa kualitas layanan tersebut berpengaruh positif terhadap kepuasan dan loyalitas pelanggan.

Kata kunci : *mobile value added services*, kualitas layanan, kepuasan pelanggan, switching cost, loyalitas pelanggan, *structural equation modeling*

ABSTRACT

The growth of mobile telecommunications users and the decline in conventional voice service has been in gradual lowering ARPU (Average Revenue Per User), resulting in lower profit provider of mobile telecommunications services. This situation reveals that the income from conventional voice services will not be enough for mobile telecommunications service providers to survive. Therefore, in addition to conventional voice services, a mobile value-added services have naturally become a new opportunity for service providers to improve profitability. This service includes games, icons, ringtones, messages, web browsing, SMS (short message services) Coupons and electronic transactions. In terms of easy and widespread, mobile value-added service is the sense in the telecommunications industry for additional services (non-core services), in short, all services offered other than standard phone service (basic service). Previous studies on marketing have stated that the key to the success of the company is competitive and added value of service quality, perceived value and customer satisfaction, and previous studies to measure the quality of the mobile-services is still a bit done. This research was conducted to test a scale to measure service quality of mobile value-added services, examines the relationship between service quality, perceived value, customer satisfaction, switching cost and customer loyalty is to know the dimensions of service quality of mobile value-added services and know the consumer behavior in choosing a mobile value-added services. This research was conducted using SEM (Structural Equation Modeling) where the proposed constructs of service quality, perceived value, customer satisfaction and switching cost which will establish customer loyalty. Service quality measurement scale mobile value-added services used is the quality of content, management and customer service, and reliability and connection quality. After testing, the scale measuring the quality of mobile service value-added services major is management and customer service, quality and content of final system reliability and quality connection. While the results with SEM measurements showed that the quality of those services has positive influence on customer satisfaction and loyalty.

Keywords: mobile value added services, service quality, customer satisfaction, switching cost, customer loyalty, structural equation modeling