

Analisis Service Experience Design dan pengaruhnya terhadap Customer Satisfaction : studi kasus dan penerapannya di XL Axiata = Analysis of Service Experience Design and its impact on Customer Satisfaction : case studies and application in XL Axiata / Deny Nursyahdi

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Abstrak

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Tesis ini membahas mengenai pengaruh proses service experience design dan pengaruhnya terhadap customer satisfaction. Sebagai sebuah perusahaan jasa telekomunikasi sudah saatnya bagi XL Axiata untuk memperbaiki layanannya terhadap pelanggan, setelah sebelumnya menggunakan strategi harga untuk memenangkan customer heart, dengan semangat memberikan perbaikan service bagi customer, XL Axiata membuat strategi baru dalam memenangkan customer heart yaitu dengan menerapkan strategi service yang berdasarkan customer centris. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh proses service experience design yang saat ini sudah ada di XL Axiata terhadap customer satisfaction. Variabel yang diteliti adalah customer experience, perceived service, service quality dan customer satisfaction. Metode penelitian menggunakan regresi linear yang mengetahui secara langsung pengaruh dari variabel customer experience, perceived service, service quality, terhadap customer satisfaction XL Axiata yang hanya berada di Jakarta. Hasil penelitian ini menemukan bahwa dalam proses service experience design, variabel perceived service dan service quality memiliki pengaruh yang signifikan terhadap customer satisfaction, berbeda dengan variabel customer experience yang memiliki pengaruh tetapi tidak signifikan terhadap customer satisfaction. Diharapkan dengan temuan ini bahwa XL Axiata dapat meningkatkan customer experience nya agar mencapai peningkatan dalam customer satisfaction, yang pada tingkatan selanjutnya membuat customer lebih loyal terhadap XL Axiata.

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ABSTRACT

This thesis discusses the influence of the service experience design and its impact on customer satisfaction. As a telecommunications company its time for XL Axiata to improve its services to customers. Previously XL Axiata using pricing strategies to win customer heart, in the spirit of providing improved service to the customer, XL Axiata create new strategies to win customer hearts. By implementing a strategy based on customer centric service. This study aims to find out how much the service experience design that is currently already in XL Axiata to customer satisfaction. The variables studied were the customer experience, perceived service, and service quality and customer satisfaction. The research method uses a linear regression directly determine the effect of variable customer experience, perceived service, service quality, customer satisfaction XL Axiata to only be in Jakarta. The results of this study found that in the process of service experience deisgn, variable perceived service and service quality has a significant impact on customer satisfaction, but another variable that is customer experience have an impact but not significant effect on customer satisfaction. Hopefully with this finding that XL Axiata to improve its customer experience in order to achieve improvements in customer satisfaction, which in turn the level of customer

more loyal to XL Axiata.,]