

**PENGARUH *PERCEIVED SERVICE QUALITY* DAN
SWITCHING COST TERHADAP *CUSTOMER LOYALTY***
(Survei terhadap Pengguna Layanan IM3 Ooredoo di Indonesia)

SKRIPSI

**Diajukan untuk Memperoleh Gelar Sarjana Pendidikan Program Studi
Pendidikan Bisnis Universitas Pendidikan Indonesia**



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2019**

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November 2019

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PENGARUH *PERCEIVED SERVICE QUALITY* DAN *SWITCHING COST*
TERHADAP *CUSTOMER LOYALTY*

(Survei terhadap Pengguna Layanan IM3 Ooredoo di Indonesia)

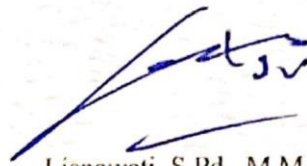
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ABSTRAK

Dhia Annisa Hidayaturrakhma (1501479), “**Pengaruh *Perceived Service Quality* dan *Switching Cost* terhadap *Customer Loyalty* (Survei terhadap Pengguna Layanan IM3 Ooredoo di Indonesia)**”. Dibawah bimbingan Drs. H. Eded Tarmedy, MA dan Lisnawati, S.Pd., M.M

Perkembangan komunikasi mengakibatkan pengguna perangkat seluler di Indonesia semakin meningkat. Hal ini menyebabkan industri penyedia layanan telekomunikasi menjadi sebuah kebutuhan utama di masyarakat, sehingga IM3 Ooredoo menghadapi persaingan yang kuat dalam mempertahankan loyalitas pelanggan. Solusi yang dapat dilakukan perusahaan adalah dengan meningkatkan kualitas layanan yang dipersepsikan serta nilai perpindahan untuk membentuk loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived service quality* dan *switching cost* terhadap *customer loyalty* pada pengguna layanan IM3 Ooredoo. Jenis penelitian yang digunakan yaitu deskriptif verifikatif dan metode yang digunakan adalah *explanatory survey* dengan teknik *simple random sampling* dengan ukuran sampel 150 responden. Teknik analisis data yang digunakan analisis regresi linier ganda dengan alat bantu *software* komputer *SPSS 24.0*. Hasil temuan dalam penelitian ini menunjukkan bahwa gambaran dalam *perceived service quality* dalam kategori cukup tinggi, gambaran *switching cost* dalam kategori cukup tinggi dan gambaran *customer loyalty* dalam kategori cukup tinggi, dan *customer loyalty* dipengaruhi oleh *perceived service quality* dan *switching cost*.

Kata Kunci: *Perceived Service Quality, Switching Cost, Customer Loyalty*

ABSTRACT

Dhia Annisa Hidayaturrakhma (1501479), “**The Impact of Perceived Service Quality and Switching Cost on Customer Loyalty (Survey on The User of IM3 Ooredoo Services in Indonesia)**”. Under supervision Drs. H. Eded Tarmed, MA and Lisnawati, S.Pd.,M.M

The development of communication has resulted in the increasing use of mobile devices in Indonesia. This causes the telecommunications service provider industry to become a major need in the community, so IM3 Ooredoo faces strong competition in maintaining customer loyalty. The right solution that companies can is to improve the perceived service quality and switching cost to form customer loyalty. This research is a descriptive verification research, using explanatory survey method by simple random sampling technique with 150 respondents and the data were analyzed by multiple regression analysis with the help of SPSS 24.0. The outcome of this study indicate that the concept of perceived service quality is fairly high category, the concept of switching cost is fairly high category, the concept of customer loyalty is fairly high category, and the customer loyalty is influenced by both perceived service quality and switching cost.

Keyword: *Perceived Service Quality, Switching Cost, Customer Loyalty*

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