

PENGARUH *INTERPERSONAL RELATIONSHIP* DAN *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY*
(Survei pada Pengguna Aplikasi My Smartfren di Indonesia)

SKRIPSI

**Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis**



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2020**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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ABSTRAK

Rahmatika Saphira Evani (1603940), “**Pengaruh *Interpersonal Relationship* dan *Customer Satisfaction* terhadap *Customer Loyalty* (Survei pada Pengguna Aplikasi My Smartfren di Indonesia)**”. Di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Drs. H. Rd. Dian Herdiana Utama, M.Si.

Persaingan industri telekomunikasi semakin ketat yang ditandai dengan turunnya *customer loyalty*. Pengembangan dan pengelolaan *customer loyalty* menjadi fokus utama bagi perencanaan pemasaran perusahaan, khususnya dalam menghadapi pasar kompetitif dengan pertumbuhan tak terduga. Solusi utama yang harus dilakukan perusahaan adalah dengan menjalin hubungan baik dengan pelanggan dan mempertahankan perusahaan dengan berbagai strategi, yaitu meningkatkan *interpersonal relationship* dan *customer satisfaction*. Penelitian ini bertujuan untuk mengetahui gambaran *interpersonal relationship* pada pengguna aplikasi My Smartfren di Indonesia, mengetahui gambaran *customer satisfaction* pada pengguna aplikasi My Smartfren di Indonesia, mengetahui gambaran *customer loyalty* pada pengguna aplikasi My Smartfren di Indonesia, dan memperoleh temuan besarnya pengaruh *interpersonal relationship* dan *customer satisfaction* terhadap *customer loyalty* pada pengguna aplikasi My Smartfren di Indonesia. Jenis penelitian yang digunakan adalah deskriptif eksplanatif, dan metode yang digunakan adalah metode survei menggunakan teknik *simple random sampling* dengan jumlah sampel 149 responden. Teknik analisis data yang digunakan adalah analisis jalur dengan alat bantu *software* komputer SPSS 25.0 *for Windows*. Berdasarkan hasil penelitian secara keseluruhan nilai perhitungan yang diperoleh melalui analisis jalur lebih besar dibandingkan dengan yang terdapat pada tabel. Artinya secara keseluruhan terdapat pengaruh yang signifikan dari *interpersonal relationship* dan *customer satisfaction* terhadap *customer loyalty*. Dalam upaya meningkatkan *customer loyalty*, pihak perusahaan harus senantiasa meningkatkan *interpersonal relationship* yang baik dan *customer satisfaction*. *Interpersonal relationship*, *customer satisfaction* dan *customer loyalty* sebagai variabel yang berpengaruh dominan harus tetap dapat dikendalikan secara langsung oleh perusahaan.

Kata kunci: *Interpersonal relationship, customer satisfaction, customer loyalty.*

ABSTRACT

Rahmatika Saphira Evani (1603940), “*The Effect of Interpersonal Relationship and Customer Satisfaction on Customer Loyalty (Survey on My Smartfren Application User in Indonesian)*”. Under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Drs. H. Rd. Dian Herdiana Utama, M.Si.

The competition in the telecommunications industry is increasingly stringent, which is characterized by a decline in customer loyalty. Customer loyalty becomes a thing that cannot be ignored in a company. The main solution that must be done by the company is to establish good relationships with customers and maintain the company with various strategies, is to improve interpersonal relationship and customer satisfaction. This study aims to determine the description of interpersonal relationship on My Smartfren application user in Indonesian, find out the description of customer satisfaction on My Smartfren application user in Indonesian, find out the description of customer loyalty on My Smartfren application user in Indonesian, and obtain the findings of the influence of interpersonal relationship and customer satisfaction on customer loyalty on on My Smartfren application user in Indonesian. The type of research used is descriptive explanative, and the method used is the survey method using simple random sampling technique with a sample of 149 respondents. The data analysis technique used is path analysis with SPSS 25.0 for Windows computer software tools. Based on the results of the overall research the value of the calculation obtained through path analysis is greater than that found in the table. This means that overall there is a significant effect of interpersonal relationship and customer satisfaction on customer loyalty. In an effort to increase customer loyalty, the company must always increase good interpersonal relationship and customer satisfaction. Interpersonal relationship, customer satisfaction and customer loyalty as the dominant influential variable must still be directly controlled by the company.

Keywords: *Interpersonal relationship, customer satisfaction, customer loyalty*

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