

ABSTRAK

Telaumbanua, Rinta Astuti 2025. Pengaruh Citra Merek Dan Kualitas Layanan Terhadap Loyalitas Pelanggan INDIHOME di PT. Telekomunikasi Indonesia (TELKOM) kota Gunungsitoli. Skripsi. Dosen Pembimbing. Yupiter Mendrofa, S.E., M.M.

Perkembangan teknologi komunikasi dan kebutuhan internet yang semakin tinggi menuntut perusahaan penyedia layanan internet untuk mampu menjaga citra merek dan meningkatkan kualitas layanan agar tetap kompetitif. Di Kota Gunungsitoli, pelanggan IndiHome menghadapi berbagai tantangan, seperti gangguan jaringan saat cuaca buruk dan respons teknisi yang lambat, sehingga berdampak pada kepuasan dan loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas layanan terhadap loyalitas pelanggan IndiHome di PT. Telekomunikasi Indonesia (Telkom) wilayah Kota Gunungsitoli. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 73 responden pelanggan IndiHome. Teknik analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas layanan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, serta secara simultan citra merek dan kualitas layanan berpengaruh signifikan terhadap loyalitas pelanggan. Nilai koefisien determinasi sebesar 0,529 menunjukkan bahwa 52,9% variabel loyalitas pelanggan dapat dijelaskan oleh citra merek dan kualitas layanan, sedangkan sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Citra Merek, Kualitas Layanan, Loyalitas Pelanggan

ABSTRACT

Telaumbanua, Rinta Astuti 2025. The influence of brand image and service quality on customer loyalty of indihome at PT. Telekomunikasi Indonesia (TELKOM) In Gunungsitoli city. Undergraduate Thesis. Academic Advisor : Yupiter Mendrofa, S.E.,M.M.

The rapid development of communication technology and the increasing demand for internet services have made telecommunication an essential part of daily life. In the midst of growing competition, internet service providers are required to build a strong brand image and deliver high-quality services in order to retain customers. In Gunungsitoli City, IndiHome customers face challenges such as frequent network disruptions during certain conditions and relatively slow technician responses, which affect customer satisfaction and loyalty. This study aims to determine the influence of brand image and service quality on customer loyalty of IndiHome at PT. Telekomunikasi Indonesia (Telkom) in Gunungsitoli City. The research employed a quantitative method with data collected through questionnaires distributed to 73 IndiHome customers. The data analysis techniques used included validity test, reliability test, classical assumption test, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results show that brand image has a positive and significant effect on customer loyalty. Service quality also has a positive and significant effect on customer loyalty. Simultaneously, brand image and service quality significantly affect customer loyalty. The coefficient of determination value of 0.529 indicates that 52.9% of customer loyalty can be explained by brand image and service quality, while the remaining is influenced by other factors not examined in this study.

Keywords: Brand Image, Service Quality, Customer Loyalty