

RINGKASAN

Penelitian ini berjudul "**Pengaruh Nilai Pelanggan, Kesadaran Merek *Switching Barrier*, dan Harga Terhadap Loyalitas Pelanggan Kartu Seluler Prabayar IM3 Pada Mahasiswa FEB Universitas Jendral Soedirman Purwokerto**". Tujuan penelitian ini adalah untuk mengetahui pengaruh secara parsial dan simultan variabel nilai pelanggan, kesadaran merek, *switching barrier*, dan harga terhadap loyalitas pelanggan kartu seluler prabayar IM3.

Penelitian ini dilakukan dengan metode analisis data primer. Data diperoleh dari kuisioner. Teknik analisis yang digunakan adalah analisis regresi linier berganda.

Berdasarkan hasil penelitian diketahui variabel nilai pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Variabel kesadaran merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Variabel *switching barrier* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Variabel harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Implikasi penelitian yaitu untuk lebih meningkatkan loyalitas konsumen maka harus dilakukan upaya agar perusahaan mempertimbangkan nilai pelanggan, kesadaran merek, keinginan berpindah dan harga.

Kata kunci : nilai pelanggan, kesadaran merek, *switching barrier*, harga, loyalitas pelanggan

SUMMARY

This research was title “Effect Customer Value, Branch Awareness, Switching Barrier and Price on customer loyalty of IM3 Card Cellular in Students of Jenderal Soedirman University Purwokerto”. This research was aimed to finding out effect Customer Value, Branch Awareness, Switching Barrier and Price on customer loyalty of IM3 Card Cellular in Students of Jenderal Soedirman University Purwokerto.

Collective data in this research with primary questionnaire data. Multiple linear regression was applied in this research. Base on the research and data analysis was conclusion that customer value has positive significance effect on customer loyalty, brand awareness has positive significance effect on customer loyalty, switching barriers customer value has positive significance effect on customer loyalty, and price has positive significance effect on customer loyalty.

Base on the conclusion have suggested that company should be interested customer loyalty, switching barriers customer value has positive significance effect on customer loyalty, and price to increase customer loyalty.

Keyword: customer loyalty, brand awareness, switching barriers, price, customer loyalty