

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh variabel kualitas jaringan, bundling produk, dan citra merek terhadap kepuasan pelanggan dan pengaruhnya pada loyalitas pelanggan. Sampel dalam penelitian ini berjumlah 111 responden yang merupakan konsumen kartu SIM Simpati. Metode dalam pemilihan sampel didalam penelitian ini menggunakan *purposive sampling*. Hasil penelitian menggunakan analisis regresi berganda, regresi sederhana, dan pengujian hipotesis menggunakan F-tes, koefisien determinasi, T-tes adalah sebagai berikut: (1) Kualitas jaringan berpengaruh positif terhadap kepuasan pelanggan. (2) Bundling produk berpengaruh terhadap kepuasan pelanggan. (3) Citra merek berpengaruh terhadap kepuasan pelanggan. (4) Kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan.

Kata kunci: Kualitas Jaringan, Bundling Produk, Citra Merek, Kepuasan Pelanggan, dan Loyalitas Pelanggan.

SUMMARY

This study aims to analyze the effect of network quality, product bundling, and brand image toward customer satisfaction and its impact on customer loyalty. The sample in this study amounted to 111 respondents who were consumers of Simpati SIM card. The sample selection method in this study used purposive sampling. The result of this study used multiple regression, simple regression, and hypothesis testing using F-test, Coefficient of determination, and T-test is in following data: (1) Network quality has positive effect toward customer satisfaction. (2) Product bundling has positive effect toward customer satisfaction. (3) Brand image has positive effect toward customer satisfaction. (4) Customer satisfaction has positive effect toward customer loyalty.

Keyword: Network Quality, Product Bundling, Brand Image, Customer Satisfaction, and Customer Loyalty.