

RINGKASAN

Internet merupakan suatu aspek yang sudah menjadi satu dalam kegiatan masyarakat Indonesia sehari – hari, tak terkecuali di Purwokerto. Hampir semua aktifitas melibatkan bantuan internet di dalamnya. Hal ini didukung oleh PT Telkom selaku penyedia layanan internet terbesar di Indonesia untuk memudahkan masyarakat mendapatkan akses internet dengan produknya yaitu Indihome. Belakangan ini, muncul pesaing yang cukup mengancam eksistensi Telkom selaku penyedia layanan internet di Purwokerto, yaitu Biznet. Oleh karena itu, PT Telkom perlu memeriksa factor apa yang membuat konsumen Indihome menjadi loyal. Berdasarkan permasalahan diatas, penelitian ini dilakukan untuk menganalisis komponen dari *perceived product quality* (persepsi kualitas produk), *perceived service quality* (persepsi kualitas layanan), *perceived value* (persepsi nilai), dan *perceived price* (persepsi harga) terhadap *customer loyalty* (loyalitas konsumen) yang dimediasi oleh *customer satisfaction* (kepuasan konsumen). Metodologi penelitian yang digunakan untuk penelitian ini adalah studi kasus dengan metode penelitian survei. Sampel untuk penelitian ini sebanyak 155 orang yang dipilih melalui teknik *convenience sampling* yang berasal dari teknik *sampling non probability*. Sampel berasal dari pengguna internet Indihome yang berada di Purwokerto. Software yang digunakan untuk menganalisis data adalah software statistic SPSS dan AMOS. Hasil dari penelitian ini menunjukkan bahwa: (1) persepsi kualitas produk memiliki pengaruh terhadap kepuasan konsumen; (2) persepsi kualitas layanan tidak memiliki pengaruh terhadap kepuasan konsumen; (3) persepsi nilai memiliki pengaruh terhadap kepuasan konsumen; (4) persepsi harga memiliki pengaruh terhadap kepuasan konsumen; (5) kepuasan konsumen memiliki pengaruh terhadap loyalitas konsumen; (6) persepsi kualitas produk tidak memiliki pengaruh terhadap loyalitas konsumen; (7) persepsi kualitas layanan memiliki pengaruh terhadap loyalitas konsumen; (8) persepsi nilai tidak memiliki pengaruh terhadap loyalitas konsumen; dan (9) persepsi harga tidak memiliki pengaruh terhadap loyalitas konsumen.

Kata Kunci: *Perceived Product Quality, Perceived Service Quality, Perceived Value, Perceived Price, Customer Satisfaction, Customer Loyalty*

SUMMARY

The internet is an aspect that has become one in the daily activities of Indonesian society, even in Purwokerto. Almost all activities involve the help of the internet in it. This is supported by PT Telkom as the largest internet service provider in Indonesia to facilitate the society to get internet access with its products, Indihome. Lately, a competitor is emerging which threatens the existence of PT Telkom as an internet service provider in Purwokerto, which is Biznet. Therefore, PT Telkom needs to examine what factors that make Indihome's customers loyal. Based on the problems above, this study was conducted to analyze the components of perceived product quality, perceived service quality, perceived value, and perceived price to the customer loyalty, mediated by customer satisfaction. The research methodology used for this study is a case study with survey research methods. The sample for this study were 155 people selected through convenience sampling technique derived from non-probability sampling technique. The sample comes from Indihome internet users in Purwokerto. The software used to analyze data is SPSS and AMOS statistical software. The result of this study shows that: (1) perceived product quality has a positive effect on customer satisfaction; (2) perceived service quality has no effect on customer satisfaction; (3) perceived value has a positive effect on customer satisfaction; (4) perceived price has a positive effect on customer satisfaction; (5) customer satisfaction has a positive effect on customer loyalty; (6) perceived product quality has no effect on customer loyalty; (7) perceived service quality has a positive effect on customer loyalty; (8) perceived value has no effect on customer loyalty and (9) perceived price has no effect on customer loyalty.

Keywords : *Perceived Product Quality, Perceived Service Quality, Perceived Value, Perceived Price, Customer Satisfaction, Customer Loyalty*