

INTISARI

Di Indonesia, program loyalitas telah diadopsi secara luas oleh perusahaan di berbagai kategori industri, termasuk industri penyedia jasa layanan telekomunikasi. Tiga dari empat perusahaan penyedia jasa layanan telekomunikasi di Indonesia memiliki program loyalitas berbasis poin, di mana anggota program loyalitas mengumpulkan poin dari setiap transaksi pembelian produk telekomunikasi dan menukarkannya dengan beragam jenis hadiah. Skema program loyalitas dan skema hadiah dari program loyalitas ini yang akan membentuk persepsi nilai dari sebuah program loyalitas. Namun apakah memiliki program loyalitas merupakan pilihan yang tepat untuk menciptakan loyalitas merek? Atau justru program loyalitas hanya berhenti pada loyalitas program saja? Melalui penelitian ini, penulis mencari tahu adakah hubungan antara persepsi nilai dan loyalitas program, loyalitas program dan loyalitas merek, serta persepsi nilai dan loyalitas merek secara langsung. Penulis juga memasukan variabel keterlibatan sebagai moderator ke dalam hubungan tersebut dan mencari tahu apakah keterlibatan berpengaruh signifikan pada hubungan antara persepsi nilai, loyalitas program, dan loyalitas merek. Penulis melakukan penelitian kuantitatif melalui kuesioner yang disebar secara daring. Penulis berhasil mengumpulkan 190 data responden yang merupakan anggota program loyalitas penyedia jasa layanan telekomunikasi di Indonesia. Dari penelitian yang dilakukan penulis, terbukti bahwa persepsi nilai dari suatu program loyalitas berpengaruh positif terhadap loyalitas program dan loyalitas merek secara langsung, begitupula dengan loyalitas program berpengaruh positif terhadap loyalitas merek. Penelitian yang dilakukan penulis juga membuktikan bahwa loyalitas program memediasi penuh hubungan antara persepsi nilai dan loyalitas merek. Namun keterlibatan tidak memoderasi hubungan antara persepsi nilai dan loyalitas program, loyalitas program dan loyalitas merek serta hubungan antara persepsi nilai dan loyalitas merek secara langsung.

Kata kunci: program loyalitas, persepsi nilai, loyalitas program, loyalitas merek, keterlibatan, program loyalitas berbasis poin, industri penyedia jasa layanan telekomunikasi, penelitian kuantitatif.

ABSTRACT

In Indonesia, loyalty program has been widely adopted by companies in various industrial categories, including telecommunications service provider industry. Three out of four telecommunications service providers in Indonesia have implemented points-based loyalty program, where loyalty program's members collect points from every telecommunication transaction and exchange them for various types of rewards. It is the loyalty program scheme and the prize scheme from the loyalty program that will form the perceived value of a loyalty program. Is having loyalty program the right choice for creating brand loyalty? Or does loyalty program just stop at program loyalty? Through this research the author tries to find out whether there is a relationship between perceived value, program loyalty, and brand loyalty. Author also included involvement variable as a moderator in this path and tried to find out whether involvement had a significant effect on the path between perceived value and program loyalty, program loyalty and brand loyalty, and perceived value and brand loyalty. The author conducted quantitative research through questionnaires distributed online. The author succeeded in collecting data from 190 respondents who were members of a loyalty program of telecommunications service providers in Indonesia. From the research conducted by the author, it is proven that perceived value from loyalty program has a positive effect on program loyalty and brand loyalty directly, as well as program loyalty has a positive effect on brand loyalty. However, involvement does not moderate the relationship between perceived value and program loyalty, program loyalty and brand loyalty and the relationship between perceived value and brand loyalty directly.

Key word: loyalty program, perceived value, program loyalty, brand loyalty, involvement, point-based loyalty program, telecommunication service provider, quantitative research.