



ABSTRAK

Industri telekomunikasi seluler di Indonesia menghadapi tingkat persaingan yang semakin ketat, sehingga pemahaman mengenai faktor-faktor yang memengaruhi kepuasan dan loyalitas pelanggan menjadi penting bagi keberlanjutan perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas jaringan, dukungan pelanggan, dan kewajaran harga terhadap kepuasan pelanggan serta implikasinya terhadap loyalitas pelanggan operator seluler. Data dikumpulkan melalui penyebaran kuesioner kepada pelanggan operator seluler yang memenuhi kriteria penelitian. Analisis data dilakukan terhadap 220 responden menggunakan metode *Structural Equation Modeling* (SEM) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas jaringan, dukungan pelanggan, dan kewajaran harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Namun demikian, hanya kewajaran harga yang berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Selain itu, kepuasan pelanggan juga terbukti memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan ini mengindikasikan bahwa kepuasan pelanggan berperan sebagai faktor kunci dalam membentuk loyalitas pelanggan, khususnya sebagai mekanisme mediasi atas pengaruh kualitas jaringan dan dukungan pelanggan. Oleh karena itu, dalam kondisi pasar yang semakin jenuh, upaya peningkatan loyalitas pelanggan perlu difokuskan pada pengelolaan kepuasan pelanggan serta penciptaan persepsi kewajaran harga secara berkelanjutan.

Kata kunci: Kualitas Jaringan, Dukungan Pelanggan, Kewajaran Harga, Kepuasan Pelanggan, Loyalitas Pelanggan



ABSTRACT

The mobile telecommunications industry in Indonesia faces increasingly fierce competition, making it important for companies to understand the factors that influence customer satisfaction and loyalty in order to ensure their sustainability. This study aims to analyze the influence of network quality, customer support, and price fairness on customer satisfaction and its implications for mobile operator customer loyalty. Data was collected by distributing questionnaires to mobile operator customers who met the research criteria. Data analysis was performed on 220 respondents using the Structural Equation Modeling (SEM) method with SmartPLS 4.0. The results showed that network quality, customer support, and price fairness had a positive and significant effect on customer satisfaction. However, only price fairness had a positive and significant effect on customer loyalty. In addition, customer satisfaction was also found to have a positive and significant effect on customer loyalty. These findings indicate that customer satisfaction plays a key role in shaping customer loyalty, particularly as a mediating mechanism for the influence of network quality and customer support. Therefore, in an increasingly saturated market, efforts to increase customer loyalty need to focus on managing customer satisfaction and creating a perception of fair pricing on an ongoing basis.

Keywords: *Network Quality, Customer Support, Price Fairness, Customer Satisfaction, Customer Loyalty.*