

PERAN KUALITAS LAYANAN TERHADAP LOYALITAS KONSUMEN OPERATOR SELULER

Sekar Mahaning Rarasati & Ridwan Saptoto

Fakultas Psikologi Universitas Gadjah Mada

INTISARI

Penelitian ini bertujuan untuk mengetahui peran kualitas layanan terhadap loyalitas konsumen operator seluler. Hipotesis penelitian ini adalah terdapat peran kualitas layanan dalam memprediksi loyalitas konsumen operator seluler. Alat ukur yang digunakan dalam penelitian ini yaitu skala loyalitas konsumen hasil modifikasi skala milik Indriati (2017) dan mengacu pada aspek-aspek loyalitas konsumen milik Jones dan Sasser (1995). Selain itu, peneliti juga menggunakan skala kualitas layanan hasil modifikasi skala milik Aryananda (2009) dan mengacu pada aspek-aspek kualitas layanan milik Parasuraman, Zeithaml, dan Berry (1988). Subjek dalam penelitian ini berjumlah 393 orang. Hasil analisis regresi linier sederhana menunjukkan bahwa kualitas layanan berperan secara positif dan signifikan dalam memprediksi loyalitas konsumen operator seluler ($F=115,018$; $p < 0,05$) dengan adanya sumbangan efektif kualitas layanan sebesar 22,7% terhadap loyalitas konsumen. Analisis tambahan juga dilakukan dalam penelitian ini dengan membandingkan tingkat loyalitas konsumen dan tingkat kualitas layanan berdasarkan merek operator seluler yang digunakan (W, X, Y, dan Z). Hasil uji *one-way between groups* ANOVA menunjukkan bahwa terdapat perbedaan tingkat loyalitas konsumen ($F=26,048$; $p < 0,05$) dan tingkat kualitas layanan operator seluler ($F=16,349$; $p < 0,05$) yang signifikan ditinjau dari merek operator seluler yang digunakan (W, X, Y, dan Z).

Kata kunci: loyalitas konsumen, kualitas layanan, operator seluler

***THE ROLE OF SERVICE QUALITY TOWARDS CONSUMER
LOYALTY IN MOBILE NETWORK OPERATORS***

Sekar Mahaning Rarasati & Ridwan Saptoto

Faculty of Psychology Universitas Gadjah Mada

ABSTRACT

This research aimed to examine the role of service quality towards loyalty among consumers of mobile network operators. The hypothesis of this research was that service quality played a role in predicting consumer loyalty among consumers of mobile network operators. Measuring instruments used in this study were the consumer loyalty scale modified from the scale created by Indriati (2017) and based on the aspects of consumer loyalty by Jones and Sasser (1995). Other than that, the researcher also used service quality scale modified from the scale created by Aryananda (2009) and based on the aspects of service quality by Parasuraman, Zeithaml, and Berry (1988). There were 393 subjects participated in this research. Simple regression analysis showed that there was positive and significant role of service quality towards consumer loyalty in mobile network operators ($F=115,018$; $p < 0,05$) with 22,7% effective contribution of service quality towards consumer loyalty. Additional analyses were also done to compare the level of consumer loyalty and service quality based on the mobile network operators (W, X, Y, and Z). One-way between groups ANOVA analyses showed that there were significant differences in consumer loyalty ($F=26,048$; $p < 0,05$) and service quality ($F=16,349$; $p < 0,05$) based on the mobile network operators (W, X, Y, and Z).

Keywords: *consumer loyalty, service quality, mobile network operators*