

ABSTRACT

There are still many customer complaints against Telkomsel's data services showing customer dissatisfaction with the services that have been provided. Customer complaints may vary regarding the disturbances they feel while using Telkomsel's data services.

This study aims to see how much satisfaction and loyalty of Telkomsel data service customers in Dumai City are seen from the service quality variables (reliability, assurance, tangible, empathy, responsiveness, network aspect, convenience).

The method used in this research is a quantitative approach. The sampling technique used in this study is non-probability sampling with purposive sampling method. The sample taken in this study was 350 respondents who used Telkomsel data services at the Point of Interest location in Dumai City. The data analysis used is descriptive analysis and Structural Equation Model (SEM) analysis with the help of SmartPLS 3.0.

The results of this study indicate that there is a positive and significant effect on service quality with variables of reliability, assurance, tangible, empathy, responsiveness, network aspect, convenience on customer satisfaction and customer satisfaction having a positive and significant effect on customer loyalty based on the hypothesis (T test).

Based on the Structural Equation Model Analysis using smartPLS tools, it shows that the most dominant influence is on the empathy variable on customer satisfaction with a path coefficient value of 0.327 and the largest T-Statistic with a value of 5.654. While the smallest influence is on the assurance variable on customer satisfaction with a path coefficient value of 0.067 and the smallest T-Statistic with a value of 2.144, meaning that Telkomsel must pay attention to these aspects and make improvements to provide a good broadband service experience to customers.

Keyword: service quality, customer satisfaction, customer loyalty