

ABSTRAK

Kamiludin, 2019. Skripsi, Pengaruh Kualitas Pelayanan dan Harga Jual Pulsa Terhadap Loyalitas Pelanggan Pengguna Kartu Prabayar Telkomsel di Kecamatan Tiris Probolinggo. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di Kecamatan Tiris Probolinggo dengan tujuan untuk mengetahui pengaruh kualitas pelayanan dan harga jual pulsa terhadap loyalitas pelanggan pengguna kartu prabayar telkomsel di kecamatan tiris psroboilinggo.

Jenis penelitian yang digunakan adalah kuantitatif dengan mencari hubungan kausal. Sumber data yang digunakan adalah data internal berupa data prifil produk Telkomsel dan data eksternal seperti surat kabar, majalah dan brosur. teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah responden sebanyak 30 responden. Metode analisis data berupa analisis regresi linier berganda dengan menggunakan bantuan program SPSS 17 *for Windows*.

Hasil penelitian menunjukkan bahwa. (1) secara simultan kualitas pelayanan dan harga jual pulsa berpengaruh signifikan terhadap loyalitas pelanggan pengguna kartu prabayar Telkomsel di Kecamatan Tiris Probolinggo. (2) secara parsial variabel kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan pengguna kartu prabayar Telkomsel di Kecamatan Tiris Probolinggo, Harga jual pulsa secara parsial tidak berpengaruh terhadap loyalitas pelanggan pengguna kartu prabayar Telkomsel di Kecamatan Tiris Probolinggo.

Kata Kunci: Kualitas Pelayanan, Harga Jual Pulsa dan Loyalitas Pelanggan

ABSTRACT

Kamiludin, 2019. Thesis, Influence of Service Quality and the Selling Price of Credit for Customer Loyalty for Prepaid Telkomsel Card Users in Tiris Probolinggo District. Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

The study was conducted in Tiris Probolinggo Sub-district with the aim to determine the effect of service quality and credit selling prices on customer loyalty of Telkomsel prepaid card users in the Tiris Probolinggo sub-district.

The type of research used is quantitative by looking for a causal relationship. The data source used is internal data in the form of premium data from Telkomsel products and external data such as newspapers, magazines and brochures. The sampling technique uses simple random sampling with a total of 30 respondents. Data analysis method in the form of multiple linear regression analysis using the help of SPSS 17 for Windows.

The results of the study show that. (1) simultaneously the service quality and pulse selling price have a significant effect on the loyalty of Telkomsel prepaid card users in Tiris Probolinggo District. (2) partially the service quality variable has a significant effect on the loyalty of Telkomsel prepaid card users in Tiris Probolinggo Subdistrict, the selling price of pulses partially does not affect the loyalty of Telkomsel prepaid card users in Tiris Probolinggo District.

Keywords: Service Quality, Credit Selling Price and Customer Loyalty