

**PENGARUH *CUSTOMER ENGAGEMENT, SERVICE QUALITY, PERCEIVED VALUE, BRAND IMAGE, DAN CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* PADA PT TELEKOMUNIKASI SELULER**

**Francis Leoni Freddyta**

Manajemen / Fakultas Bisnis dan Ekonomika / Universitas Surabaya

**Dr. Erna Andajani, S.T., M.M.**

**Fitri Novika Widjaja, S.Si., M.MT**

**ABSTRAK**

**Abstrak-** Penelitian ini bertujuan untuk meneliti pengaruh dari variabel-variabel independen (*Customer Satisfaction, Service Quality, Perceived Value, Brand Image and Customer Engagement*) terhadap variabel dependen (*Customer Loyalty*) pada PT Telekomunikasi Seluler di Indonesia. Karena terdapat 5 variabel yang mempengaruhi *customer loyalty*. Variabel tersebut adalah *Customer Satisfaction, Service Quality, Perceived Value, Brand Image and Customer Engagement* (Jay Kandampully, 2015). Diharapkan dengan mengetahui hubungan variabel tersebut akan memudahkan pemilik usaha untuk memiliki dan mempertahankan konsumen yang loyal.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 120 responden yang pernah menggunakan kartu telepon Telkomsel. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *Analysis of Moment Structures* (AMOS 22).

Hasil penelitian ini menunjukkan bahwa adanya pengaruh yang signifikan antara *Customer Engagement* terhadap *Customer Loyalty, Service Quality* terhadap *Perceived Value, Perceived Value* terhadap *Customer Satisfaction, Perceived Value* terhadap *Customer Engagement*, dan *Customer Satisfaction* terhadap *Brand Image*

Kata kunci: *Customer Engagement, Customer Loyalty, Customer Satisfaction, Perceived Value, Service Quality*

**PENGARUH CUSTOMER ENGAGEMENT, SERVICE QUALITY,  
PERCEIVED VALUE, BRAND IMAGE, DAN CUSTOMER  
SATISFACTION TERHADAP CUSTOMER LOYALTY  
PADA PT TELEKOMUNIKASI SELULER**

**Francis Leoni Freddyta**

Manajemen / Fakultas Bisnis dan Ekonomika / Universitas Surabaya

**Dr. Erna Andajani, S.T., M.M.**

**Fitri Novika Widjaja, S.Si., M.MT**

**ABSTRACT**

**Abstract-** *This study aims to examine the effects of independent variables (Customer Satisfaction, Service Quality, Perceived Value, Brand Image and Customer Engagement) to the dependent variable (Customer Loyalty) of PT Telekomunikasi Seluler in Indonesia. Because there are 5 variables that affect customer loyalty. The variables are Customer Satisfaction, Service Quality, Perceived Value, Brand Image and Customer Engagement (Jay Kandampully, 2015). Writer expects if people know the relationship of these variables will facilitate business owners to own and maintain loyal customers.*

*The data used in this study are primary data obtained from questionnaires. Respondents in this study were 120 respondents who had used Telkomsel phone cards. This study uses a quantitative approach through statistical testing. Tests are carried out using the Structural Equation Modeling (SEM) method with the help of Analysis of Moment Structures (AMOS 22).*

*The results of this study indicate that there is a significant influence between Customer Engagement to Customer Loyalty, Service Quality to Perceived Value, Perceived Value to Customer Satisfaction, Perceived Value to Customer Engagement, and Customer Satisfaction to Brand Image*

*Keywords: Customer Engagement, Customer Loyalty, Customer Satisfaction, Perceived Value, Service Quality*