

## **ABSTRACT**

*The purpose of this research is to examine and analyze the influence of service quality, price perception and customer experience quality on customer loyalty in telecommunications business organizations with customer satisfaction as an intervening variable. The research population consists of business customers that require a 150-person telecommunications network based on internal company data for 2022, using SEM-PLS as the analytical approach and distributed with google form. According to the research, service quality, price perceptions and customer experience on customer loyalty of telkom indonesia's business organization company with consumer satisfaction as an intervening variable. According to internal business data for 2022, the research population is 150 business organization customers with sem-pls as analysis method. The results showed that service quality, price perception and customer experience had a significant positive effect on business organization customer satisfaction and customer satisfaction had a significant positive effect on customer loyalty. Customer satisfaction has a significant positive effect on service quality and price perception on customer loyalty, while customer experience has an insignificant positive effect on customer loyalty, indicating that customer satisfaction plays an important role in supporting customer loyalty.*

*Keywords: Service Quality, Price Perception, Customer Experience, Satisfaction, Loyalty*



## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh kualitas layanan, persepsi harga dan kualitas pengalaman pelanggan terhadap loyalitas pelanggan organisasi bisnis perusahaan telekomunikasi dengan kepuasan pelanggan sebagai variabel *intervening*. Populasi penelitian adalah pelanggan organisasi bisnis yang membutuhkan jaringan telekomunikasi sebanyak 150 menurut data internal perusahaan tahun 2022 dengan SEM-PLS sebagai metode analisis dan di sebar dengan *google form*. Hasil penelitian menunjukkan kualitas layanan, persepsi harga dan pengalaman pelanggan berpengaruh positif signifikan terhadap kepuasan pelanggan organisasi bisnis dan kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif signifikan pada kualitas layanan dan persepsi harga terhadap loyalitas pelanggan, sedangkan pengalaman pelanggan berpengaruh positif tidak signifikan terhadap loyalitas pelanggan, sehingga kepuasan pelanggan berperan penuh dalam mendukung loyalitas pelanggan.

Kata Kunci: Kualitas Layanan, Persepsi Harga, Pengalaman Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan



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