

## INTISARI

Dalam dunia bisnis, terjadi persaingan produk yang semakin ketat pada masa kini membuat perusahaan harus terus melakukan strategi untuk memenangkan persaingan yang ditawarkan. Dengan begitu, perusahaan meningkatkan kinerja produknya dan terjadi ikatan emosional yang positif agar dapat memenuhi kebutuhan pelanggan dengan menciptakan loyalitas pelanggan yang berujung hingga masa yang akan datang.

Variabel yang dimuat dalam penelitian ini terdiri dari variabel independen (kinerja produk dan ikatan emosional) dan variabel dependen (loyalitas pelanggan). Penelitian ini untuk mengetahui kinerja produk dan ikatan emosional mempunyai pengaruh terhadap loyalitas pelanggan. Populasi yang digunakan dalam penelitian ini adalah pelanggan Telkomsel Simpati. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 100 responden. Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik dan analisis regresi linier berganda menggunakan *SPSS 16 for windows*.

Hasil pengujian menunjukkan bahwa kinerja produk berpengaruh signifikan dan positif terhadap loyalitas pelanggan, ikatan emosional berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Sehingga loyalitas pelanggan Telkomsel Simpati benar-benar dipengaruhi oleh kinerja produk dan ikatan emosional.

Kata Kunci: Kinerja Produk, Ikatan Emosional, Loyalitas Pelanggan

## ABSTRACT

In the current business world, the competition among products becomes more competitive which makes the company should continue pursuing a strategy to win the competition. So, the company tries to improve their product performance and to make positive emotional bond in order to meet the needs of their customers by creating customer loyalty that leads up to the future.

Some variables which have been applied in this research consist of independent variables (product performance and emotional bond) and dependent variable (customer loyalty). This research is to determine product performance and emotional bond has an influence to the customer loyalty. The population is all customers of Telkomsel Simpati. The sampling technique has been done by using purposive sampling and the samples are 100 respondents. The analysis methods are descriptive analysis, validity test, reliability test, classic assumption test and multiple linear regression analysis which is done by using SPSS 16 for windows.

The result of the test indicates that product performance has significant and positive influence to the customer loyalty, so the customers loyalty has been influenced by product performance and the emotional bond.

Keywords: Product performance, emotional bonding and customer loyalty

## ABSTRACT

In the current business world, the competition among products becomes more competitive which makes the company should continue pursuing a strategy to win the competition. So, the company tries to improve their product performance and to make positive emotional bond in order to meet the needs of their customers by creating customer loyalty that leads up to the future.

Some variables which have been applied in this research consist of independent variables (product performance and emotional bond) and dependent variable (customer loyalty). This research is to determine product performance and emotional bond has an influence to the customer loyalty. The population is all customers of Telkomsel Simpati. The sampling technique has been done by using purposive sampling and the samples are 100 respondents. The analysis methods are descriptive analysis, validity test, reliability test, classic assumption test and multiple linear regression analysis which is done by using SPSS 16 for windows.

The result of the test indicates that product performance has significant and positive influence to the customer loyalty, so the customers loyalty has been influenced by product performance and the emotional bond.

Keywords: Product performance, emotional bonding and customer loyalty

Nama Mahasiswa

NPM

Tanggal Masuk

Tanggal Selesai



Abstrak ini adalah memang betul transtasi dari LAB. BAHASA  
Sesuai dengan adanya yang telah disetujui oleh dosen pembimbing

Petugas LAB. BAHASA