

ABSTRAK

Perkembangan teknologi telekomunikasi dan tingginya mobilitas masyarakat saat ini, telah menciptakan paradigma baru yang mampu menggeser popularitas dari telepon *fixed wireline* sebagai media komunikasi masyarakat. Tujuan penelitian ini untuk menganalisis dan menjelaskan pengaruh *customer orientation* dan inovasi produk terhadap loyalitas pelanggan telepon *Fixed wireline* Telkom di Surabaya dengan *process delivery* dan kepuasan Pelanggan sebagai variabel *intervening*.

Penelitian ini dilakukan dengan pendekatan *positivist* atau analisa kuantitatif pada data primer, menggunakan teknik pengambilan sampel *random sampling*, dengan rumus slovin didapatkan sampel sebanyak 400 responden. Teknik analisis data yang digunakan SEM (*Structural Equation Modeling*) dengan menggunakan *software AMOS 21.0*

Hasil penelitian ini menunjukkan bahwa (1) Ada pengaruh *customer orientation* terhadap *process delivery*; (2) Ada pengaruh signifikan *customer orientation* terhadap kepuasan pelanggan; (3) Ada pengaruh signifikan inovasi produk terhadap *process delivery*; (4) Tidak ada pengaruh signifikan inovasi produk terhadap kepuasan pelanggan; (5) Ada pengaruh signifikan *process delivery* terhadap kepuasan pelanggan; (6) Ada pengaruh signifikan *process delivery* terhadap loyalitas pelanggan; (7) Ada pengaruh signifikan kepuasan pelanggan terhadap loyalitas pelanggan.

Kata Kunci : *Customer Orientation*, Inovasi Produk, *Process Delivery*, Kepuasan Pelanggan, Loyalitas Pelanggangan

ABSTRACT

Development of telecommunication technology and high mobility of society at this time, has created a new paradigm that is able to shifting popularity of fixed wireline phone as a society communication media. The purpose of this research for analyzing and explaining effect of customer orientation and product innovation on Fixed wireline telephone customer loyalty PT Telkom in Surabaya with Process Delivery and Customer satisfaction as intervening.

This research was conducted with positivist approach or quantitative analyze on primer data, using retrieval techniques sample random sampling, with slovin formula was obtained a sample of 400 respondents. Data analyze techniques used SEM (Structural Equation Modeling) with using a software AMOS 21.0.

This result of research show that (1) there is influence of Customer Orientation on customerProcess Deliveryfixed wireline telephone; (2) there is significant influenceof Customer orientationforCustomer Satisfactionfixed wireline telephone; (3) there is significant influence of product innovation forProcess Deliveryfixed wireline telephone customer; (4) nothing significant influence of Product Innovation forCustomer Satisfaction fixed wireline telephone customer; (5) there is significant influenceProcess Deliveryforfixed wireline telephone Customer Loyalty; (6) there is significant influence Product Innovation forfixed wireline telephone Customer Loyalty; (7) there is significant influence of Customer Satisfaction forfixed wireline telephone Customer Loyalty.

Keyword : *Customer Orientation, Product Innovation, Process Delivery, Customer Satisfaction, Customer Loyalty*