

ABSTRACT

This research aims to formulate and investigate a theoretical model that tests the relationship between relationship communication, communication quality, customer trust, brand image and customer commitment to PT customers. Noble Internet for the Nation (NEXA) in the city of Semarang. This research was conducted in the context of commitment-trust theory along with social exchange theory and also Stimulus-Organism-Response (S-O-R) theory. This study involved 115 respondents who were customers of PT. Noble Internet for the Nation (NEXA) in the city of Semarang. Structural Equation Modeling (SEM) is an analytical technique used for analysis and interpretation of data, which is processed through IBM SPSS AMOS 2023 software.

The results of the research show that the hypothesis being tested is accepted. Relationship communication is able to significantly and positively influence brand image and customer trust. Communication quality can have a significant and positive influence on brand image and customer trust. Brand image and customer trust are able to significantly and positively influence customer commitment. Apart from that, the quality of communication can influence customer commitment significantly and positively. These findings enrich the existing literature regarding the importance of customer commitment. This research also provides new insights and refines strategies to increase business commitment and sustainability.

The original contribution of this research lies in the application of commitment-trust theory, social exchange theory and also Stimulus-Organism-Response (S-O-R) theory which focuses on PT customers. Noble Internet for the Nation (NEXA) in Semarang City. Apart from expanding the empirical field, this research also provides insights that can be implemented by practitioners to optimize business performance.

Keywords : Relationship Communication, Communication Quality, Brand Image, Customer Trust, Customer Commitment, Customer Relationship Marketing.