

ABSTRACT

This research is motivated by business rivalry condition of the telecommunications industry from time to time are getting tight, so the company must create a new marketing strategy to maintain and gain market share higher. As for the problem with this study is “Product quality, service quality and pricing affect customer loyalty Indosat-IM3 products at Senior High School 1 Semarang?”. This study tried to determine the factors that influence consumers make loyalty to the Indosat-IM3 products, especially on students who use the IM3 products at the Senior High School 1 Semarang. The purpose of this study to analyze the effect of each-each variable, the quality of the product (X1), quality of service (X2), and the price (X3) to customer loyalty (Y).

In this study, data were collected through questionnaires to 100 respondents IM3 product users in Senior High School 1 Semarang using purposive sampling method to determine the response of respondents to each variable. Then analyze the data obtained in the form of quantitative analysis and qualitative analysis. Quantitative analysis include validity and reliability test, the classic assumption test, hypothesis testing via the F and t test and analysis test, the coefficient of determination (R²). Data analysis techniques used were linear regression analysis that serves to prove the research hypothesis.

Result of the analysis found that three factors, product quality, service quality, and pricing has a positive and significant influence on customer loyalty. Figures adjusted R of 0.516 indicated that 51.6 percent of the variations of customer loyalty can be explained by three independent variables used in the regression equation. While the rest of 48.4 percent is explained by another variable outside sentence variables used within this research.

Keywords: product quality, service quality, pricing, customer loyalty.