ABSTRACT

RISMAN FIRMANSYAH, "Pengaruh Nilai Pelanggan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Pada Jasa Multimedia Di PT. Yes Telemedia Indonesia Bandung Obc Banjaran Dan Sadang Serang (Telkomvision)", dibawah bimbingan, Rizki Zulfikar, SE., M.Si.

This study aims to determine the condition of customer value and customer trust in multimedia services at PT. Yes Telemedia Indonesia Bandung OBC Banjaran and Sadang Attack (Telkomvision) and examine its influence on customer loyalty. In this study there are three variables, namely customer value (X1), contumer trust (X2), and customer loyalty (Y).

The method used in this research is descriptive method with quantitative approach and verifikatif. The unit of analysis in this study is customer value, customer trust and customer loyalty in multimedia services at PT. Yes Telemedia Indonesia Bandung OBC Banjaran and Sadang Attack (Telkomvision). Determination technique is a method of data used by 90 respondents jugdmental. The design of the statistical analysis using multiple linear regression analysis, correlation coefficient, determination coefficient and hypothesis testing using the F test and t test, with SPSS 12.0 software for windows.

The results are qualitatively show customer value and customer trust is good enough, while customer loyalty is good, and the results of quantitative research shows that customers value and contribute to higher customer trust on customer loyalty. While consumer trust partially exerts a greater influence on customer loyalty when compared with the customer value.

Keywords: Customer Value, Customer Trust and Customer Loyalty