ABSTRACT

RELATIONS IMAGE TELKOM FLEXI BY PT. TELEKOMUNIKASI INDONESIA TBK BANDUNG TO COMMUNITY LOYALTY

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The purpose of this study was to determine the extent to which the image link Telkom Flexi by PT. Telekomunikasi Indonesia Tbk Bandung to community loyalty. To answer the above purpose, the researchers raised Indicators: experiences, beliefs, feelings, and knowledge to measure image (variable X) and Indicators: support, purchase, use, and recommend products to measure Loyalty (variable Y).

Quantitative research approach, survey methods used. Data were collected through field observations, questionnaires, interviews and literature studies. The population in this study is the users who are members of the community Flexi Telkom Flexi, Bandung in June 2010 with the number of units of 450 people, who then obtained the total sample of 82 people. Sampling technique accidental sampling. The data analysis technique used is the editing, the validity and reliability, cooding books, tabulation and Spearman rank correlation analysis.

Results of research data processing, show that community loyalty image Telkom Flexi known good results, with correlation values 0.485, this is the influence of public relations effectiveness in building relationships with community Telkom Flexi, and lack of feeling. So it can be concluded based on the relationship between the image of community loyalty Telkom Flexi, Telkom Flexi that tries to give maximum service to the community Telkom Flexi.

To the researchers suggest that PT Telekomunikasi Indonesia, Tbk further enhance cooperation in the community involved in the activities of Telkom Flexi and service to the community from Telkom Flexi, because this community can be relied upon to promote Telkom Flexi.