

## ABSTRAK

Perkembangan Telekomunikasi yang pesat ditandai dengan perkembangan jumlah pelanggan, perkembangan teknologi dan layanan. Dari segi perkembangan pelanggan, pertumbuhan pelanggan telepon seluler mengalami peningkatan yang menakjubkan dibanding pertumbuhan dari industri-industri lainnya. Angka pertumbuhan pelanggan telepon seluler secara global mencapai 30% per tahun. XL merupakan perusahaan swasta pertama yang menyediakan layanan telepon seluler di Indonesia, dan melayani jutaan pelanggan dengan berbagai layanan.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *service assurance*, *service reliability*, *affective commitment* dan *continuance commitment* terhadap *customer loyalty*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *customer commitment* sehingga meningkatkan *customer loyalty* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan XL di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 123 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, membeli dan menggunakan operator seluler XL selama 1 tahun terakhir, dan pernah mengalami permasalahan terhadap operator seluler XL minimal dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *service assurance* tidak berpengaruh signifikan terhadap *affective commitment* dan *continuance commitment* dengan koefisien regresi sebesar 0.070 dan 0.077.; variabel *service reliability* berpengaruh signifikan terhadap *affective commitment* dan *continuance commitment* dengan koefisien regresi sebesar 0.228 dan 0.440; variabel *affective commitment*, *continuance commitment*, *service assurance* dan *service reliability* berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.202, 0.258, 0.213, dan 0.202..

**Kata Kunci:** *Service Assurance, Service Reliability, Affective Commitment, Continuance Commitment, dan Customer Loyalty.*

## ABSTRACT

The rapid development of Telecommunications was marked by the development of the number of customers, the development of technology and services. In terms of customer development, the growth of cellular telephone customers experienced a remarkable increase compared to growth from other industries. The growth rate of cellular phone customers globally reaches 30% per year. XL is the first private company to provide cellular telephone services in Indonesia, and serve millions of customers with various services.

This study aims to determine how the effect of service assurance, service reliability, affective commitment and continuance commitment on customer loyalty. The expected benefit of this research is to add to the repertoire of knowledge in the field of management, especially how much influence the customer commitment has on increasing customer loyalty which will ultimately increase the ongoing transactions of XL customers in Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data collection was carried out by distributing questionnaires to 123 respondents with characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, buying and using XL cellular operators for the past 1 year, and having experienced problems with XL cellular operators at least in the last 6 months.

The results showed that the service assurance variable did not significantly influence *affective commitment* and *continuance commitment* with a regression coefficient of 0.070 and 0.077; *service reliability* variables have a significant effect on *affective commitment* and *continuance commitment* with a regression coefficient of 0.228 and 0.440; *Affective commitment*, *continuance commitment*, *service assurance* and *service reliability* variables have a significant effect on customer loyalty with a regression coefficient of 0.202, 0.258, 0.213, and 0.202 ...

**Key Words:** *Service Assurance, Service Reliability, Affective Commitment, Continuance Commitment, and Customer Loyalty.*

