

BINUS INTERNATIONAL
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Marketing Major
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Antecedents to Loyalty Towards GSM Operators
Case: Binus International Students

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Abstract

Objectives - This research seeks to accomplish these objectives; to test the applicability of the model in Indonesian consumers; and to investigate the model, to examine the relationship among the variables (service quality, image, satisfaction, value and loyalty); also to minimize the gap in our knowledge of what are the antecedents to loyalty. The investigation also to analyzed satisfaction as the mediating variable.

Method - The questionnaires were distributed by personal approach to Binus International students. SPSS Professional 20 for Mac was used for reliability, validity and both simple linear regression and multiple linear regression analysis for testing the hypothesis.

Results - Out of 11 hypotheses, 10 were accepted. The results facilitate the comprehension of antecedents to loyalty towards GSM operators, also the relationship among the variables. In addition to the study, the results also explained the role of the mediating variable.

Conclusions - All the variables are positively affect to each other, and the antecedents to loyalty (service quality, perceived value, corporate image and customer satisfaction) were proven had a direct relationship to loyalty. However, only corporate image that showed a relationship when all the antecedents tested simultaneously to loyalty. It means that people don't care about other variables except corporate image to made them stay with the company, also to recommend the company to others. Another results showed that, customer satisfaction only mediating from service quality to loyalty.

Keyword - Antecedents to loyalty, telecommunication industry, service quality, perceived value, corporate image, customer satisfaction, loyalty, Indonesia.