

**PENGARUH PELAYANAN, KUALITAS PRODUK, HARGA TERHADAP  
KEPUASAN DAN LOYALITAS KONSUMEN TELEKOMUNIKASI  
SELULAR (TELKOMSEL) PRABAYAR PADA MAHASISWA  
FAKULTAS MATEMATIKA DAN ILMU PENGETAHUAN  
ALAM UNIVERSITAS SUMATERA UTARA**

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**ABSTRAK**

Telekomunikasi selular (Telkomsel) adalah salah satu perusahaan operator selular yang tumbuh pesat ditengah persaingan yang ketat antara operator-operator selular yang ada di Indonesia. Menyadari pentingnya mempertahankan pelanggan yang sudah ada dan juga berusaha membidik pelanggan-pelanggan di segmen pasar yang dianggap potensial, maka Telkomsel semakin gencar melakukan persaingan harga, kualitas produk dan pelayanan. Salah satu konsumen potensial Telkomsel adalah kalangan pelajar dan mahasiswa.

Perumusan masalah dalam penelitian ini sejauh mana pengaruh pelayanan, kualitas produk, harga terhadap kepuasan dan sejauhmana pengaruh kepuasan terhadap loyalitas. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh pelayanan, kualitas produk, harga terhadap kepuasan dan untuk mengetahui dan menganalisis pengaruh kepuasan terhadap loyalitas.

Jenis penelitian ini adalah deskriptif kuantitatif. Pendekatan penelitian yang dilakukan adalah survei, sifat penelitian ini adalah deskriptif. Pengolahan data menggunakan perangkat lunak SPSS versi 16. Pengujian hipotesis menggunakan analisis regresi linier berganda, uji F dan uji t dimaksud untuk mengetahui pengaruh variabel independent (bebas) terhadap variabel dependent (terikat) pada tingkat keyakinan 95% ( $\alpha=0,05$ ) serta analisis regresi sederhana dimaksud untuk mengetahui pengaruh kepuasan terhadap loyalitas. Teknik pengumpulan data primer dengan wawancara dan daftar pertanyaan. Sampel dalam penelitian ini 82 responden.

Hasil penelitian menunjukkan dari uji serempak pelayanan dan kualitas produk berpengaruh positif terhadap kepuasan mahasiswa, sedangkan harga berpengaruh negatif terhadap kepuasan mahasiswa. Variabel kualitas produk lebih berperan dalam menentukan dalam tingkat kepuasan mahasiswa konsumen Telkomsel Prabayar dibandingkan dengan variabel pelayanan dan harga. Hasil regresi sederhana menunjukkan bahwa kepuasan berpengaruh signifikan terhadap loyalitas. Variabel pelayanan, kualitas produk dan harga memiliki kemampuan menjelaskan pengaruhnya terhadap variabel kepuasan mahasiswa konsumen Telkomsel Prabayar pada mahasiswa Fakultas Matematika dan Ilmu Pengetahuan Alam Universitas Sumatera Utara sebesar 42,9%, sementara sisanya sebesar 57,1% dijelaskan oleh variabel-variabel bebas lainnya yang tidak diteliti.

Kesimpulan dari penelitian ini adalah pelayanan, kualitas produk, dan harga berpengaruh signifikan terhadap kepuasan dan kepuasan berpengaruh signifikan terhadap loyalitas konsumen Telkomsel prabayar pada mahasiswa Fakultas Matematika dan Ilmu Pengetahuan Alam Universitas Sumatera Utara.

Kata kunci: Pelayanan, Produk, Harga, Kepuasan dan Loyalitas

**THE INFLUENCE OF SERVICES, QUALITY OF PRODUCTS, AND PRICE ON THE STUDENTS' SATISFACTION AND LOYALTY OF THE PRE-PAID TELKOMSEL CONSUMERS TO THE STUDENTS OF FACULTY OF MATHEMATICS AND NATURAL SCIENCE THE UNIVERSITY OF NORTH SUMATERA**

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**ABSTRACT**

*Cellular telecommunication is a cellular operator company which has grown rapidly amidst the tight competition among the cellular operator companies in Indonesia. Realizing that it is very crucial to keep the customers and to find more potential customers, the company strives to compete in price, quality of products, and services. The company's most potential customers are high school students and university students.*

*The formulation of the problem was to what extent the influence of services, quality of products, and price on the students' satisfaction and to what extent the influence of satisfaction on loyalty. The aim of this research was to know and to analyze the influence of services, quality of products, and price on the satisfaction and the influence of satisfaction on loyalty.*

*The research was descriptive quantitative; the method of the research was a survey and the nature of the research was descriptive. The data were processed by using SPSS version 16 software. The hypothesis was tested by using multiple linear regression analysis, F test and t test in order to know the influence of independent variables on the dependent variables in the liability of 95% ( $\alpha = 0.05$ ), and simple regression analysis in order to know the influence of satisfaction on loyalty. The data were collected by doing interviews and questionnaires. The samples were 82 respondents.*

*The result of the research from the simultaneous test showed that the services and quality of products had positive influence on the students' satisfaction, while the price had negative influence on their satisfaction. The variables of the quality of products played an important role in determining the students' satisfaction as the consumers of pre-paid Telkomsel, compared with the variables of service and price. The result of simple regression showed that satisfaction had significant influence on loyalty. The variables of services, quality of products, and price were able to explain their role in giving the satisfaction of the pre-paid Telkomsel consumers 42.9% to the students of Faculty of Mathematics and Natural Science, the University of North Sumatera, and the rest (57.1%) was explained by the other variables which were not studied in this research.*

*The conclusion of this research was that services, quality of products, and price had significant influence on the students of the Faculty of Mathematics and Natural Science, the University of North Sumatera as the pre-paid Telkomsel consumers. The variables of quality of products had dominant influence on the students as the consumers of pre-paid Telkomsel and there was the influence of satisfaction on loyalty.*

*Keywords: Services, Products, Price, Satisfaction and Loyalty*