

ABSTRAK

Persaingan dunia bisnis saat ini membuat perusahaan berlomba-lomba untuk meningkatkan loyalitas pelanggan. Loyalitas sangat diperlukan karena dapat membuat pelanggan untuk setia menggunakan produk. Aspek utama yang harus ditingkatkan untuk membentuk loyalitas pelanggan adalah dengan meningkatkan kepuasan pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh tingkat kredibilitas *Customer Service* Grapari Yogyakarta terhadap tingkat kepuasan pelanggan. Penelitian ini menggunakan teori S-O-R (Stimulus-Organism-Response), teori kredibilitas komunikator, teori kepuasan pelanggan, teori komunikasi interpersonal, dan teori gaya komunikasi. Jenis penelitian ini adalah penelitian kuantitatif dengan metode survey populasi penelitian ini adalah pelanggan Telkomsel Grapari Yogyakarta dengan jumlah sampel 100 responden. Hasil analisis diketahui bahwa responden (74,0%) merespon tinggi pada variabel kredibilitas dan (73,0%) merespon tinggi pada variabel kepuasan pelanggan. Hasil analisis regresi linier sederhana nilai probabilitas t_{hitung} ($0,000 < \text{level signifikan}$ (0,05). Jika kredibilitas *Customer Service* meningkat maka tingkat kepuasan pelanggan Telkomsel Grapari Yogyakarta akan mengalami peningkatan signifikan terhadap tingkat kepuasan pelanggan Telkomsel Grapari Yogyakarta (nilai probabilitas t_{hitung} ($0,000 < \text{Level of Significant}$ (0,05). Hal ini dapat diartikan, jika kredibilitas *customer service* meningkat, maka tingkat kepuasan pelanggan Telkomsel Grapari Yogyakarta juga akan mengalami peningkatan signifikan, hasil analisis korelasi menunjukkan bahwa nilai probabilitas $r_{\text{hitung}} = 0,000 < \text{Level of Significant} = 0,05$. Hal ini dapat diartikan, jika kredibilitas *customer service* meningkat, maka terhadap tingkat kepuasan pelanggan Telkomsel Grapari Yogyakarta juga akan mengalami peningkatan signifikan dan diperoleh R^2 (Koefisien Determinasi atau *R Square*) sebesar 0,475 artinya variabel dependen dalam model yaitu tingkat kepuasan pelanggan dijelaskan oleh variabel independen yaitu kredibilitas *customer service* sebesar 47,5%, sedangkan sisanya sebesar 52,5% dijelaskan oleh variabel lain di luar model, misalnya kualitas produk/jasa, penanganan keluhan, dan lain - lain

ABSTRACT

Present business competition forces company to race for enhancing customer loyalty. Loyalty is important because it would develop customers commitment toward product. The main factor which should be developed to increase customer loyalty is by developing customer satisfaction. The purpose of this study was to determine the influence of Customer Service's credibility in Telkomsel Grapari Yogyakarta toward customer's satisfaction. The research applies S-O-R (Stimulus-Organism-Responses) theory, credibility communicator, customer satisfaction theory, interpersonal communication theory, and communication style theory. It is classified into quantitative type using survey method. In this study the sample is taken partly toward Telkomsel subscribers in Grapari Yogyakarta by using purposive sampling technique with 100 subject sample. The results of analysis showed that the majority of respondents (74.0%) rate for "High" variable credibility customer service, most respondents (73.0%) rate "High" variable levels of customer satisfaction, the results of simple linear regression analysis showed that the variables have credibility customer service significant influence on the level of customer satisfaction Telkomsel Grapari Yogyakarta t-test probability value ($0.000 < \text{Level of Significant (0.05)}$). it can be interpreted, if credibility Customer Service increases, the level of customer satisfaction Telkomsel Grapari Yogyakarta will also increase significantly influence on the level of customer satisfaction Telkomsel Grapari Yogyakarta (t-test probability value ($0.000 < \text{Level of Significant (0.05)}$). It can be interpreted, if credibility customer service increases, the level of customer satisfaction Telkomsel Grapari Yogyakarta will also increase significantly , the results of correlation analysis showed that the calculated probability value $r = 0.000 < \text{Level of Significant} = 0.05$. It can be interpreted, if the credibility of the customer service increases, then the level of customer satisfaction Telkomsel Grapari Yogyakarta will also increase significantly and obtained R² (coefficient of determination or R Square) of 0.475 means that the dependent variable in the model is the level of customer satisfaction is explained by the independent variables, namely the credibility of the customer service of 47.5% , while the remaining 52.5% is explained by other variables outside the model, such as the quality of products / services, handling complaints, etc..