

**PENGARUH KEPUASAN PELANGGAN DAN *SWITCHING COST*  
TERHADAP MINAT BELI ULANG PENGGUNA LAYANAN OPERATOR  
TELEKOMUNIKASIS SELULER DI JAKARTA**

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**ABSTRAK**

Penelitian ini dilakukan untuk mengetahui pengaruh kepuasan pelanggan dan *switching cost* terhadap minat beli ulang. Pengguna layanan telekomunikasi seluler digunakan dalam studi kasus penelitian ini. Data primer dan sekunder digunakan dalam penelitian ini. Data sekunder diperoleh dari berbagai macam sumber seperti jurnal, buku dan media lainnya yang terkait. Data primer diperoleh dengan menggunakan kuesioner yang disebarakan kepada responden. Sampel sebanyak 106 responden didapatkan dengan menggunakan teknik *purposive sampling*. Berbagai macam uji statistic dilakukan seperti uji validitas, reliabilitas, dan asumsi klasik. Menggunakan analisis regresi linier berganda, ditemukan bahwa kepuasan pelanggan dan *switching cost* memiliki pengaruh yang signifikan terhadap minat beli ulang. Dari kedua variabel bebas, kepuasan pelanggan dominan mempengaruhi. Dari hasil penelitian ini disarankan untuk perusahaan meningkatkan kepuasan pelanggan seperti memperluas jaringan dan meningkatkan *switching cost* salah satunya dengan memberikan benefit kepada pelanggannya agar minat beli ulang pelanggannya pun meningkat.

Kata kunci : Kepuasan pelanggan, *switching cost*, minat beli ulang

**THE EFFECT OF CONSUMER SATISFACTION AND SWITCHING COST  
ON REPURCHASE INTENTION OF MOBILE TELECOMMUNICATION  
CONSUMERS IN JAKARTA**

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**ABSTRACT**

*This research was conducted to determine the effects of consumer satisfaction and switching cost on repurchase intention. Mobile telecommunication consumer was taken as a case study. Both primary and secondary data were employed. Secondary data were obtained from various sources such as journals, books and other related publications. Primary data were obtained using questionnaires which were distributed to the target respondents. Using purposive sampling technique, a sample 106 respondents was obtained. Various statistical tests such as validity, reliability and classical assumptions tests were employed. Using multiple regressions analysis, it was found that consumer satisfaction and switching cost had significant effect on repurchase intention. Consumer satisfaction was found dominant. It is suggested that to increase the consumer repurchase intention the company need to improve the consumer satisfaction with expand the coverage area and improve the switching cost with giving a benefit for loyal consumer.*

*Keywords: Consumer satisfaction, switching cost, repurchase intention*