

ABSTRACT

The research titled “The Moderating Role of Corporate Image Between Influencing Factor of User Experience into Customer Loyalty: A Study on Indihome By Telkom Indonesia” has two variables and a moderator. The Independent variable; User Experience (X) that consists of Service Value, Service Quality, Customer Satisfaction, and Social Pressure. The Dependent Variable; Customer Loyalty (Y) that is customer loyalty. This research has a moderating role of corporate image (M). All of those variables are adapted from Tarus and Rabach (2013).

This study aims to examine the influence of user experience towards customers loyalty as well as examines the moderating role of corporate image towards user experience towards customers loyalty of PT. Telekomunikasi Indonesia.

The population used in this study are the customers of Indihome by PT. Telekomunikasi Indonesia. This research uses Purposive Non-Probability Sampling that gathers data from 400 respondents. This study conducted within August 2017 until April 2018.

The research reveals that Service Value, Customer Satisfaction and Social Pressure are predictors of customer loyalty of Indihome. Furthermore, Social Pressure is the most powerful predictor compared to other predictors. The role of corporate image is proven to have a positive effect of moderator in between; Service Value towards Customer Loyalty, Customer Satisfaction towards Customer Loyalty, and Social Pressure towards Customer Loyalty.

Keywords: Service Value, Service Quality, Customer Satisfaction, Social Pressure, Corporate Image, Customer loyalty.