

ABSTRACT

The participation of Telkomsel customers to the Telkomsel Points program grows significantly every year, but its growth is not accompanied by a significant decrease in the churn rate in. In this regard, it is necessary to research the influence of perceived benefits on perceived relationship investment and its impact on relationship quality in the loyalty program of Telkomsel Points.

Through this research, measurement of perceived benefits (monetary savings, exploration, entertainment, recognition and social benefits), perceived relationship investment and relationship quality in the Telkomsel Poin loyalty program will be measured. In addition, this study evaluates the influence of the variable of perceived benefits on the variable of relationship quality through the mediated variable perceived relationship investment.

Through this research, the perceived benefits of the "Telkomsel Points" Loyalty Program include Monetary Savings, Exploration, Entertainment, Recognition and Social Benefits based on customer perceptions and testing how they affect relationship quality through mediating perceived relationship investment.

Data collection methods are carried out through questionnaires via email, whatsapp, telephone to 271 customers who own and exchange Telkomsel Points. From the questionnaires distributed, 200 valid questionnaires were obtained. Data processing was carried out by SEM analysis using the Lisrel 8.8 and SPSS 24 applications

Based on the results of data processing, it can be seen that customer assesment of the perceived benefits variable is somewhat amenable, whereas customer appraisal of the perceived relationship investment and relationship quality variables indicates the value agreed. Whereas based on the evaluation of the effect proved that perceived benefits positively influenced perceived relationship investment and perceived relationship investment proved to have a positive effect on relationship quality.

In accordance with the results of this study, so that customers can feel the high benefits of the Telkomsel Poin program, so that customer perception of relationship investment is very good and can indirectly improve the relationship quality between the company and customers, the type and amount of rewards that can be exchanged by customers through the Telkomsel Poin program are enhanced, precise segmentation and always innovate various collection, exchange and expired schemes from the Telkomsel Poin program.

Keyword: Benefit, Loyalty Program, Telkomsel Poin, Relationship Quality