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**STRATEGI PENGURUSAN JENAMA TELEKOMUNIKASI
BIMBIT PRABAYAR DALAM PERSEKITARAN AKADEMIK
INDONESIA**



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Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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**STRATEGI PENGURUSAN JENAMA TELEKOMUNIKASI BIMBIT
PRABAYAR DALAM PERSEKITARAN AKADEMIK INDONESIA**



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By
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Universiti Utara Malaysia

**Thesis Submitted to
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Universiti Utara Malaysia,
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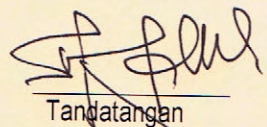
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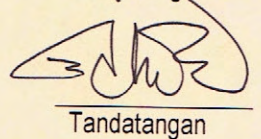
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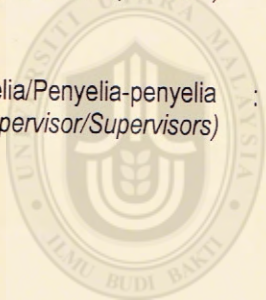
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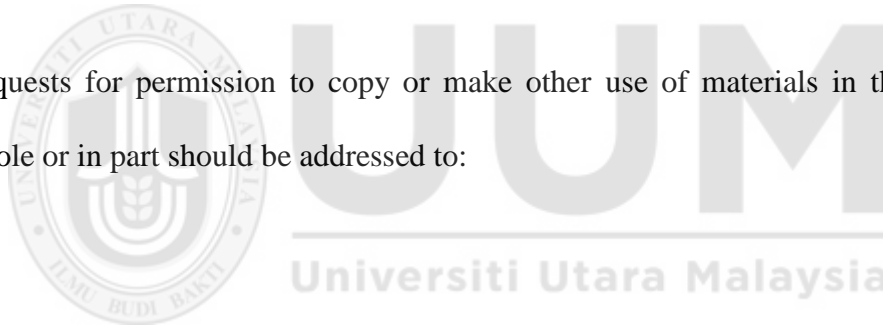
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ABSTRAK

Kajian ini bertujuan mengkaji strategi pengurusan jenama telekomunikasi bimbit prabayar dalam persekitaran akademik di Indonesia. Kajian ini juga bertujuan mengetahui hubungan antara kesedaran jenama, imej jenama, penghantaran jenama, kepercayaan jenama, kepuasan pelanggan, dan kesetiaan jenama. Di samping itu, kajian ini juga mengkaji kepercayaan jenama dan kepuasan pelanggan sebagai pemboleh ubah pengantara ke atas kesetiaan jenama dalam industri telekomunikasi bimbit prabayar di Indonesia. Tinjauan telah dijalankan ke atas sembilan program pengurusan perniagaan yang dipilih secara berstrata di tiga buah universiti awam tempatan. Dalam kajian ini sebanyak 330 orang responden telah mengambil bahagian. Berdasarkan pensampelan rawak berstrata, temu bual dilakukan ke atas unit sampel sebenar. Kajian ini menggunakan penyelidikan kuantitatif dengan menggabungkan tiga kaedah penyelidikan, iaitu penyelidikan eksplorasi, penyelidikan deskriptif, dan penyelidikan kausal atau sebab musabab. Dapatan kajian menunjukkan bahawa terdapat satu faktor yang mempunyai pengaruh yang munasabah kepada kepercayaan jenama, iaitu kepuasan pelanggan. Terdapat tiga faktor yang mempunyai pengaruh yang munasabah kepada kepuasan pelanggan, iaitu kesedaran jenama, imej jenama, dan penghantaran jenama. Seterusnya kajian menunjukkan bahawa terdapat tiga faktor yang mempunyai pengaruh yang munasabah kepada kesetiaan jenama, iaitu imej jenama, kepercayaan jenama, dan kepuasan pelanggan. Seterusnya kajian menunjukkan kepercayaan jenama mengantarai hubungan antara kepuasan pelanggan dan kesetiaan jenama. Akhir sekali, dapatan kajian ini menunjukkan bahawa kepuasan pelanggan mengantarai hubungan antara imej jenama dan kesetiaan jenama. Dengan demikian kajian ini menyimpulkan bahawa peringkat kesetiaan jenama pengguna perkhidmatan telekomunikasi bimbit prabayar di Indonesia berkembang secara berperingkat mengikut hubungan di antara empat peringkat dalam Model Oliver. Oleh itu, penubuhan hubungan sikap-perilaku mempunyai makna yang besar kepada pembekal kerana kuasa ramalan, terutama sekali daripada segi merangka strategi pemasaran mereka. Kajian lanjutan dilakukan jika keputusan ini berkembang ke pasaran serantau lain di Indonesia, terutamanya bandar-bandar pedalaman.

Kata kunci: Strategi jenama, penghantaran jenama, kepercayaan jenama dan kesetiaan jenama.

ABSTRACT

The purpose of this study is to determine brand management strategy of prepaid mobile telecommunication in Indonesian academic setting. This research also aims to identify the relationship between brand awareness, brand image, brand delivery, brand trust, customer's satisfaction and brand loyalty. In addition, this research attempts to identify the role of brand trust and customer's satisfaction as a mediator factor towards brand loyalty in the prepaid mobile telecommunication in Indonesia. The population of this research involved nine business management departments selected at random from three public universities in Indonesia and 330 were taken as the sample and were interviewed. This study uses quantitative approach by integrating three research methods which are exploratory, descriptive, and causal research designs. The results show that consumer's satisfaction has significant influence on brand trust. Three factors which are brand awareness, brand image, and brand delivery are found to have significant influence on customer's satisfaction. Similarly, it is also evident that brand image, brand trust, and customer's satisfaction have significant influence on brand loyalty. Apart from that, brand trust mediates relationship between customer's satisfaction and brand loyalty. Finally, the results of this study assert that customer's satisfaction mediates relationship between brand image and brand loyalty. The study confirms that the Indonesian prepaid mobile telecommunications' brand loyalty level is evolving in stages as described in Oliver's model. Hence, it can be deduced that the establishment of attitude-behavior relationship provides great meaning to practitioners due to its predictive power, particularly in marketing strategy formulation. Finally, further studies need to be conducted if these results are to be expanded into other Indonesian regional markets, especially the inland cities.

Keywords: Brand strategy, brand delivery, brand trust and brand loyalty.

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BAB 1

PENDAHULUAN

1.1. PENGENALAN

Sektor telekomunikasi, terutama sektor perhubungan dengan menggunakan telefon bimbit merupakan salah satu daripada bahagian perniagaan yang berkembang dengan pesat (Paulrajan & Rajkumar, 2011) dan memiliki kesan yang sangat besar dan mustahak terhadap perniagaan semasa (Haghirian et al., 2005). Perkhidmatan telefon bimbit memiliki potensi pertumbuhan yang tinggi dengan lebih daripada 1.7 bilion pelanggan global dan kurang lebih 80 peratus daripada penduduk dunia menggunakan rangkaian mudah alih (Farid, 2012). Perkhidmatan telefon bimbit menjadi amat popular disebabkan oleh faktor-faktor mobiliti, keselamatan, harga dan bersifat bersendirian (DeBaillon & Rockwell, 2005).

Bilangan pelanggan mudah alih telah meningkat secara nyata dan bermakna (Islam, 2010). Ianya memberikan banyak nilai tambahan kepada masyarakat dan mewujudkan peluang-peluang kerjaya (Paulrajan & Rajkumar, 2011). Keluaran teknologi mudah alih juga telah menyediakan banyak peluang untuk aktiviti pemasaran, terutama peluang komunikasi secara langsung dengan pengguna pada bila-bila masa dan di mana-mana tempat (Haghirian et. al., 2008).

Dalam industri telekomunikasi bimbit, pelanggan pascabayar akan terikat dengan perjanjian kontrak iaitu akan dikenakan saman berbentuk nilai wang apabila kontrak pelanggan ditamatkan lebih awal (Lee, Murphy & Dickringer, 2006). Pada

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