ANALISIS PENGARUH *COOPERATION, ADAPTATION, EXPERTISE,* DAN *COMMUNICATION* TERHADAP KEPUASAN DAN LOYALITAS MITRA DISTRIBUTOR TELKOMSEL CABANG PADANG

TESIS

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ABSTRAK

Tujuan Penelitian ini adalah untuk memberikan beberapa informasi penting dari hasil analisa penerapan strategi Marketing Relationship di Telkomsel, saluran distribusi wilayah Kota Padang. Beberapa tujuan penelitian yang akan dilakukan, yakni 1)Mengetahui dan menganalisa bagaimana tingkat *cooperation, adaptation, expertise*, dan *communication* mempengaruhi kepuasan dan loyalitas mitra distributor Telkomsel, 2)Mengidentifikasi bagaimana pengaruh kepuasan pelanggan terhadap tingkat loyalitas mitra distributor Telkomsel. Sampel yang digunakan dalam penelitian ini adalah kinerja mitra distributor Telkomsel Cabang Padang selama periode 2016-2018. Peralatan pengumpulan data yang digunakan pada penelitian ini adalah kuisioner dan data Sekunder. Teknik pengambilan sampel yang di gunakan adalah *purposive sampling*. Metode analisis yang digunakan adalah *model pengukuran (outer model), model struktural (inner model), dan pengujian hipotesis*. Berdasarkan hasil analisis SmartPLS 3.0, mengindikasikan bahwa : 1) *adaptation* tidak berpengaruh terhadap kepuasan dan loyalitas. *Communication* berpengaruh positif dan signifikan terhadap kepuasan dan loyalitas. *Expertise* berpengaruh positif dan signifikan terhadap kepuasan dan loyalitas. *Cooperation* tidak berpengaruh terhadap kepuasan dan loyalitas. Dan pada kepuasan berpengaruh positif dan signifikan terhadap loyalitas.

Kata Kunci: *Cooperation, Adaptation, Expertise, Communication,* **Kepuasan, Loyalitas**

ANALYSIS OF COOPERATION, ADAPTATION, EXPERTISE, AND COMMUNICATION EFFECTS ON SATISFACTION AND LOYALTY OF TELKOMSEL DISTRIBUTOR PARTNERS IN PADANG BRANCH

ABSTRACT

The purpose of this study was to provide some important information 1)knowing and analyzing the level of cooperation, adaptation, expertise, and communication related to customer satisfaction and loyalty, 2) Identifying how to use customer satisfaction on customer loyalty levels. The sample used in this study is the distributor partner of the Telkomsel Padang Branch during the 2016-2018 period. The sampling technique used was purposive sampling. Data collection equipment uses a questionnaire has been tested for validity and realibility. The analytical method used is the measurement model (external model), structural model (inner model), and hypothesis testing. Based on the results of the analysis of SmartPLS 3.0, it proves that: 1) adaptation does not affect customer satisfaction and customer loyalty. 2) Communication has a positive and significant on customer satisfaction and customer loyalty. 3)Expertise has a positive and significant effect on customer satisfaction and customer loyalty. 4) Cooperation does not have an impact on customer satisfaction and customer loyalty. And 5)customer satisfaction has a positive and significant effect on customer loyalty. Finally, we find that enhancing communication skills and competencies to incerase sales are more priority, to achieve satisfaction and loyalty in marketing relationship strategy (B2B enviroment).

Keywords: Cooperation, Adaptation, Expertise, Communication, Satisfaction, Loyalty