

**MODEL PERSAMAAN STRUKTUR KESETIAAN PELANGGAN
PERKHIDMATAN JALUR LEBAR HSDPA**
(Structural Equation Model of Customer Loyalty towards HSDPA Broadband Services)

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ABSTRAK

Dalam makalah ini dilaporkan pemodelan persamaan struktur ke atas hubungan di antara beberapa faktor terpendam yang melibatkan kepuasan pelanggan dan kesetiaan pelanggan dalam menerangkan kualiti perkhidmatan tanpa wayar HSDPA. Tinjauan dijalankan menggunakan borang soal selidik yang diisi oleh 385 pelanggan HSDPA yang diperoleh melalui mel-e dan forum perbincangan di internet. Dalam kajian ini didapati bahawa prestasi rangkaian daripada aspek kelajuan, sambungan, mobiliti dan akses mempengaruhi kepuasan pelanggan secara positif dan signifikan, manakala kepuasan pelanggan mempengaruhi kesetiaan pelanggan.

Kata kunci: kepuasan pelanggan; HSDPA; pemodelan persamaan struktur

ABSTRACT

This paper reports the structural equation modelling of the interrelationship among several latent factors which include customer satisfaction and customer loyalty for describing the quality of broadband wireless service HSDPA. A survey was conducted using questionnaires filled by 385 customers of HSDPA obtained through e-mails and internet discussion forum. The study found that network performance in terms of speed, connectivity, mobility and access affected customer satisfaction positively and significantly, while customer satisfaction influenced customer loyalty.

Keywords: customer satisfaction; HSDPA; structural equation modelling

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