

ABSTRAK

Kemajuan teknologi informasi dan komunikasi telah menjadikan internet sebagai kebutuhan pokok dalam kehidupan masyarakat modern. My Republic, salah satu penyedia layanan internet di Indonesia, menawarkan koneksi WiFi berkecepatan tinggi dengan harga kompetitif. Namun, dalam beberapa tahun terakhir, terjadi peningkatan churn atau perpindahan pelanggan, khususnya di Palembang. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi kualitas layanan purna jual (after sales service) serta dampaknya terhadap kepuasan dan loyalitas pelanggan. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara terhadap mantan pelanggan dan pihak internal perusahaan. Hasil penelitian menunjukkan bahwa sekitar 75% pelanggan berhenti berlangganan akibat buruknya kualitas layanan, terutama dalam hal responsivitas terhadap keluhan, penyelesaian masalah teknis, dan efektivitas komunikasi perusahaan. Selain itu, ketidaksesuaian antara harga dan layanan yang diberikan, serta proses pendaftaran yang dianggap rumit, menjadi penyebab utama pelanggan berpindah ke penyedia lain. Berdasarkan temuan tersebut, disarankan agar My Republic meningkatkan pelatihan teknis bagi staf, memperbaiki komunikasi layanan pelanggan, serta menerapkan evaluasi berkala terhadap performa layanan. Langkah-langkah ini diharapkan mampu meningkatkan kepuasan, mempertahankan loyalitas pelanggan, dan memperkuat daya saing perusahaan di industri layanan internet.

Kata kunci: *Kualitas layanan, Layanan Purna Jual, Loyalitas Pelanggan, My Republic, Churn*

ABSTRACT

The rapid advancement of information and communication technology has made the internet a basic necessity in modern society. My Republic, one of Indonesia's internet service providers, offers high-speed WiFi at competitive prices. However, in recent years, there has been a noticeable increase in customer churn, particularly in Palembang. This study aims to analyze the factors that influence the quality of after-sales service and its impact on customer satisfaction and loyalty. A qualitative descriptive method was applied, with data collected through interviews with former customers and internal company representatives. The findings show that approximately 75% of customers discontinued their subscriptions due to poor service quality, mainly in responsiveness to complaints, effectiveness in resolving technical issues, and communication between the company and customers. Additional contributing factors include a mismatch between the service's price and its quality, as well as a registration process perceived as complicated. Based on these results, it is recommended that My Republic enhance staff technical training, improve communication with customers, and implement regular evaluations of service performance. These strategic steps are expected to increase customer satisfaction, strengthen loyalty, and improve the company's competitive advantage in the internet service industry.

Keywords: After-sales service, churn, customer satisfaction, loyalty, My Republic.