

## ABSTRACT

*Revenue growth of High Speed Internet (HSI) in Telkom Divisi Regional (Divre) II in Indonesia tends to be stagnant, it was not in line with the sales growth occurred in each month. This was an indication that there was a number of customer who was churn and did not pay the service, thus the revenue from sales was not in line with the sales growth. It is necessary to do research related to customer loyalty in order to reduce the level of churn that occurred. This research utilized customer data, resulted by optimized churn prediction from Big Data Project, that remain loyal yet has been predicted to be churn.*

*The objective of this research was to measure the rate of corporate image, service quality, customer satisfaction, commitment, perceived value, switching cost, and trust based on HSI customer's perspective, and to test the positive influence of corporate image, service quality, customer satisfaction, commitment, perceived value, switching cost, and trust to HSI customers' loyalty.*

*This research used quantitative method with multivariate techniques. Data were collected through questionnaires distributed to 929 customer through on line (using google form and phone) and off line (customers' visits). The 929 customer was selected based on result of churn prediction by Big Data Project that keeps loyal for the next three month. From all questionnaire collected, only 482 customers gave valid respons. The 482 valid data were analyzed by using Partial Least Square with SmartPLS 3.0 software.*

*The result showed that corporate image, service quality, perceived value, customer satisfaction and trust had high score that means customers have high good perception for variables. Customer loyalty and commitment had medium score since customer feel that two variables not high enough. Based on the empirical result, this research concluded that HSI customer loyalty were influenced by commitment (0.275), customer satisfaction (0.228), trust (0.226), service quality (0.100), switching cost (0.088), and perceived value (0.080). Variable that give high influence to Customer Loyalty was Commitment, Customer Satisfaction and Trust. Since Commitment variable had the highest score of influencing customer loyalty, whereas commitment was affected by customer satisfaction through service quality.*

*This research suggested to increase customer loyalty trough increasing service quality. Based on descriptive result, in order to give a good service quality, the company must give better service than other operators trough increasing speed and stability of HSI, repairing HS linterference quickly and accurately, giving service in accordance with service level guarantee, and giving service as promised in term of time and quality.*

**Keywords:** *Customer loyalty; High Speed Internet; Commitment; Big Data Analysis*