

Abstract

An increasing number of internet and smartphone users each year, resulting the emergence of intense competition among cellular provider companies in Indonesia. One of the services offered by the provider company increasingly prevalent today is the mobile broadband services. This study aimed to analyze the factors that affect customer loyalty of Telkomsel Mobile Broadband Services in Bandung 2014. The variables used in this study are customer satisfaction, perceived service quality, perceived value, trust, perceived switching cost, corporate image, and customer loyalty. Data collected through questionnaires to 400 customers mobile broadband services Telkomsel in Bandung. The factor analysis technique is used to search for a new grouping of the original variables, into a less variable number, and the multiple regression technique is used to finding relationship between the independent variables to dependent variable. This study empirically conclude that customer loyalty of Telkomsel Mobile Broadband Services in Bandung was positively influenced by customer satisfaction, perceived service quality, trust, perceived switching cost, and corporate image. While perceived value was not influence to the customer loyalty of Telkomsel Mobile Broadband Services in Bandung.

Key Words : *Mobile Broadband, Customer Satisfaction, Perceived Service Quality, Perceived Value, Trust, Perceived Switching Cost, Corporate Image, Customer Loyalty.*