

## ABSTRACT

*Telecommunication business is a very fast development of business nowadays. This is indicated by the increasing number of subscribers and the number of operators of telecommunication services. In mobile telecommunication services, particularly for the growth of CDMA service operators are also starting their own very quickly. This is because the important role of these services in the community to media of communication for this era. Companies must be able to master existing markets to capture market share in this industry. To achieve these objectives the company is now focused on building rapport in order to keep good customer loyalty.*

*This study attempted to investigate the effect of the performance of the antecedent variables to customer loyalty, those are perceived service quality, perceived value, corporate image, trust, perceived switching cost, and customer satisfaction in hopes of Telkom Flexi able to retain customers even more customers in the area of Bandung. This research was conducted with a reference to the indicator with the worst performance of the variable level of perceived service quality, perceived value, corporate image, trust, perceived switching cost, dan customer satisfaction, so it can put a proposition to be able to retain customers. The objects which are used in this study is the customers telecommunications services Telkom Flexi in Bandung. To test and analyze the influence of each variable using the Equation Structural Modeling (SEM) method.*

*Research results showed that all the research variables have a significant impact on customer loyalty. However, customer satisfaction did not showed a significant impact. Can be viewed from antecedent variables provides the greatest influence that is equal to 27% for corporate image and perceived switching cost variables. In addition, perceived service quality variables provides the smallest impact that is equal to 22%.*

*Therefore, to achieve the highest level of customer loyalty, Telkom Flexi should increase the performance indicators variables of perceived service quality, perceived value, corporate image, trust, perceived switching cost, and customer satisfaction to fulfill the customer's needs and satisfy its customer.*

*Keywords: Perceived Service Quality, Perceived Value, Corporate Image, Trust, Perceived Switching Cost, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling (SEM), Code division multiple access (CDMA)*