

ABSTRACT

This study aims to analyze consumer loyalty to telecommunication service providers in Indonesia namely Telkomsel, Indosat, Tri, XL, Smartfren. Data for this study were generated from the users of twitter platform who published their tweets related to the telecommunications service providers. Data were collected by crawling them using RStudio software and analyzed them by Social Network Analysis (SNA) approach using Gephi software. The research findings showed that Social Network Analysis (SNA) approach can be used to see the consumer loyalty. The findings also showed that the differences in consumer loyalty of each telecommunication service providers can be seen from the tweets that are published by the users, the size of the nodes, and the edges thickness in each graph. The number of edges in the graph were ordered from the highest to the lowest; Indosat, Telkomsel, Smartfren, XL, and Tri. Another finding is that the twitter platform can be used not only as a media customer service but also to increase consumer loyalty by collecting praise and complaints from consumers and each telecommunication service provider can improve the quality of its services.

Keywords: Consumer Loyalty, Social Network Analysis, Twitter, Telkomsel, Indosat, Tri, XL, Smartfren.