

ABSTRACT

Considering the current phenomenon in which the demand for technology based on FTTH and Triple Play technology is increasing but not accompanied by the improvement of product quality and service quality, and also the pricing of IndiHome that is not competitive, it is possible that IndiHome will be unable to compete either with competitors or newcomer companies in the next few vyears. Based on this case, it is necessary for the author to do a study to analyzes customer loyalty in more depth so that customer loyalty of IndiHome can continue to increase.

In this research, there will be two stages of research. The first stage is to find out the customer's perception trough product quality, service quality, price, customer satisfaction and customer loyalty of IndiHome in Bandung. While the second stage is to analyze the effect of product quality, service quality, and price to customer satisfaction and the effect of product quality, service quality, price, and customer satisfaction to customer loyalty of IndiHome in Bandung. The analyzing technique that was used in this research is Multiple Regression Analysis. The primary data was collected by distributing questionnaires online to 100 customers of IndiHome in Bandung, who have been subscribed or still using the product at this time. After the questionnaire data obtained, the data is then processed using SPSS 20.0 software.

Based on the results, most customers have a good enough perceptions trough product quality, service quality, price, customer satisfaction and loyalty of IndiHome in Bandung but still not reached the fully good and very good level. This shows that the company still has to improve its performance because every customer wants the best experience while using the product. Furthermore, the result also stated that there are two types of relation or influence between independent variables and dependent including simultaneous influence and partial influence. The result of this research stated that product quality, service quality, price, and customer satisfaction has a simultaneous influence and also partial influence to customer loyalty of IndiHome in Bandung City.

Based on the results of existing research in increasing the loyalty of IndiHome customers in Bandung, the company must make improvements in all aspects especially on customer satisfaction as the first priority, followed by price, quality of service, and quality of product.

Keywords: Customer Loyalty; Triple Play; IndiHome; Multiple Regression Analysis.