

## **ABSTRACT**

*Service quality is an important element for companies to be able to compete and survive in competitive markets. Service quality can be one of the factors customers will faithfully use the services of a company. If a company has poor service quality coupled with the many service options available from competing companies, it will make it easy for customers to switch to internet services from competing companies.*

*This study aims to examine Network Quality, Customer Service and Technical Support, Information Quality and Website Information, and Security and Privacy towards Attitudinal Loyalty and Behavioral Loyalty of IndiHome Fiber service users in Indonesia based on their usage patterns (Light, Medium, Heavy User). This study uses quantitative methods with data obtained through questionnaires distributed to 400 respondents.*

*Hypothesis testing of this research was carried out using Structural Equation Modeling (SEM) analysis using AMOS GRAPHIC software. The results showed that Attitudinal Loyalty and Behavioral Loyalty of IndiHome Fiber service users in Indonesia were influenced by Customer Service and Technical Support, Information Quality and Website Information, and Security and Privacy positively and significantly. From the results of this study, researchers give advice to PT. Telkom Indonesia (Persero) Tbk (Telkom) to improve the quality of ISP services according to the pattern of customer usage and can encourage loyalty to medium and heavy users, and maintain light user loyalty.*

*Keywords: Attitudinal loyalty, Behavioral loyalty, Internet service provider, Quality of service.*