

---

**Abstract**

Telkomsel, which is one of the major telecommunications companies, has succeeded in controlling the cellular telecommunications industry in Indonesia. To increase customer loyalty, Telkomsel must provide good value to customers. Low loyalty is caused by several factors that are felt by customers from companies where they buy products/services. Telkomsel experienced a significant increase in customer transfers. The Length of Stay (LOS) category under 3 months describes a customer whose majority will churn. The purpose of this study was to determine the effect of customer satisfaction, switching cost, customer value, and variety seeking on the loyalty of Telkomsel customers.

The object used in this study is the customer of Telkomsel area Cirebon, the number of samples is 384 users. Data analysis in this study using Structural Equation Modeling (SEM) using the help of LISREL software. The results of the study state that customer satisfaction, switching costs, customer value have a direct influence on the loyalty of Telkomsel customers.

*Keywords: Customer Satisfaction, Switching Cost, Customer Value, Variety Seeking, Customer Loyalty, Telkomsel*

---