

ABSTRACT

PT. Telkom is a company that provides information search facility through internet and prioritizes service to create customer satisfaction and loyalty especially at Plasa Telkom Group Cianjur. But in reality, the service of Plasa Telkom Group Cianjur not maximum, resulting in satisfaction and customer loyalty problem. The purpose of this research is to know the influence of service quality and customer satisfaction towards customer loyalty. The main instrument of research data collection, the questionnaire with Likert scale and the number of respondents 100. The free variables in this study are quality of service (X1), variable customer satisfaction (X2) and variable (Y) customer loyalty as a bound variable. The method used is a causal method with a quantitative approach. The sample techniques in the research are simple random sampling and the population taken are Plasa Telkom Group Ciajur customers, as well as with the data analysis technique using double linear regression analysis. The results showed that the service quality variable (X1) partially affected significantly against the customer loyalty (Y) variable by 78%, and the customer satisfaction variable (X2) partially impacted significantly to the variable Customer loyalty (Y) amounted to 92.7%. Simultaneously the variable service quality (X1) and customer satisfaction variables (X2) have significant effect on the customer loyalty variable (Y) of 87.5% based on the coefficient of determination, while the remaining of 12.5% is influenced by Other variables that are not being researched.

Keywords: Quality of service, customer satisfaction, customer loyalty, Plasa Telkom Group Cianjur.