

### ***ABSTRACT***

The rapid development of technology today affects the growth of Internet users. The growth of Internet users has resulted in consumers being more interested in using fast and practical Internet. Services that can fulfill customer needs is a solution to get customer satisfaction and lead to loyalty.

This research aims to determine if the quality of service applied by PT. Indihome is effective and know the role of service quality towards customer loyalty that is mediated by customer satisfaction in PT. Indihome. The instrument used for data collection is a questionnaire measured on a Likert scale. The number of respondents in this study was 100 respondents. The research methods used are quantitative, descriptive methods and data analysis techniques using path analysis that is divided into two substructures.

The results showed the service quality and customer satisfaction variables positively and significantly impact on the customer loyalty variables both simultaneously, as well as the service quality variables have a positive, significant influence and value To customer loyalty variables if through the intermediary customer satisfaction variable. The total influence of the independently researched variables is 77.2% and the rest  $(100-77,2)\% = 22.8$  is affected by variables or other factors not researched that may increase customer loyalty.

Keywords: Quality of service, customer satisfaction and customer loyalty