

ABSTRACT

IndiHome is a digital service that uses fiber optic technology which offers services that consist of telephone, internet and USee TV. IndiHome has the advantage of high speed internet and stable but when customers use IndiHome are unstable network, service and technicians who do not process further then their value churn rate of 1.69% and the value of LIS that is incompatible with the target of 726 416, study this take Indihome as its object. With this condition, do research on Quality Internet Service Provider (ISP Quality) and customer loyalty toward the products IndiHome in Medan.

The purpose of this study to mengetahui influence of the Internet Service Provider Quality (ISP Quality) consisting of network quality, customer service and technical support, information quality and website information support, privacy and security on customer loyalty consists of (attitude loyalty) loyalty in attitude and (behavioral loyalty) behavior, and can be measured with the Internet Usage Rate (user Light, Medium and Heavy user manual).

This research uses quantitative method with questionnaire of 400 respondent of IndiHome users in Medan. This research uses SEM (Structural Equation Modeling) analysis method, for examining and estimating causal relation with integrating factor and path analysis. This research uses software SmartPLS 3.2.8, for predicting a variable and describing relation between these two variables.

The results of this analysis are stated to have positive and significant effect of which is the network quality of the attitudinal loyalty that has a speed of downloading, uploading and stable network, information quality and website information support to attitudinal loyalty that has information that is up to date as well as security and pivity on attitudinal loyalty that can protect personal information, financial and security when making transactions.

The results of this study are expected to be input for the company to improve IndiHome in Medan can be seen from the results of Quadrant II "concentrate here" on the network quality to improve ISP Quality that will keep customers loyal and keep using IndiHome and may increase the number of IndiHome customer in Medan.

Keywords: *Customer Loyalty, Internet Usage Rate, ISP Quality and PLS-SEM*