

ABSTRACT

In the current digitalization era, the technology that is rapidly developing is internet technology. The current phenomenon of society is seen increasingly in need of integrated internet services with fast and efficient access, especially in big cities like Jakarta, which is one of the major cities in Indonesia. With the development of fixed broadband services with high-speed internet services, internet service provider companies (ISPs) are aggressively developing a technology called Triple Play services. Triple Play is a Fiber to The Home-based service that offers internet connections, landlines, and cable TV broadcasts. Now there are several Triple Play services in Indonesia, one of which is IndiHome Triple Play by PT. Telkom Indonesia. Seeing the many competitors, companies need to maintain the loyalty of their customers so they can remain competitive. Customer loyalty can be formed from several factors. So this study aims to analyze the factors that shape IndiHome Triple Play customer loyalty in the city of Jakarta.

This research is a descriptive study using quantitative methods because the research data shows numbers and analysis using statistics. The sample in this study is IndiHome customers in Jakarta who have subscribed for at least 1 month using the purposive sampling NonProbability sampling method. The analysis technique used is the Exploratory Factor Analysis (EFA).

In this study using 9 factors taken from 2 previous studies. After doing the analysis using factor analysis, the results show that 3 factors form IndiHome Triple Play customer loyalty in the city of Jakarta, namely Reputation and Service Factors, Product Quality and Accessibility, and Price Affordability.

Keywords: *Customer Loyalty, Triple Play, Factor Analysis, Factor Analysis Techniques*