

ABSTRACT

Quality of service is an important function for a company, especially in the service sector that can provide satisfaction to consumers and make consumers feel loyal to the product. Tri Indonesia's mobile operator has fewer users when compared to other competitors and the lack of infrastructure and infrastructure that should be an important component in providing maximum service.

The purpose of this research is to know the quality of services provided by Tri Indonesia which can influence the loyalty level of customers when using the service of Tri Indonesia mobile operators and provide a quality result of services that according to customers less.

This research will be processed with a case study method. The technique of retrieving this data by giving a few questions to the consumer. The research object is a customer who uses Tri Indonesia mobile operator in Indonesia with a sample size of 400 respondents, as the questionnaire was disseminated into three regions namely the West Indonesia region as much as 328 respondents, Central Indonesia as many as 64 respondents, and the eastern Indonesia as much as 8 respondents.

The data processing in this study uses techniques from the PLS (Partial Least Square), which is useful for comparing dependent variables and independent variables. The technique in Analysis PLS will use two elements namely outer model that aims to provide validity test result and reliability, then inner model to give result of regression resulting from Service Quality influence towards loyalty. The results of this study proved that Service Quality significantly affects loyalty, where each variable of Service Quality has a high value and greatly affects loyalty.

This research in order to be used as a measure to see the quality provided by the company and see the level of loyalty that is perceived by consumers, and the results of this research is useful to plan future strategies for the company in order to better compete with competitors.

Keywords: mobile Operator, SERQUAL, loyalty, Indonesia