

ABSTRACT

At this time, the telecommunications technology industry changing market trends are supported by the phenomenon of the increase in active users of the internet. Each of these operators compete with each other in acquiring customers. In this case, the company is required to be able to maximize the products / services as a key to attract and bind customers not to switch to competitors.

This study was conducted to determine customer ratings associated with service quality, customer satisfaction, and customer loyalty data package Telkomsel in Bandung. In addition, this study aims to evaluate the effects of Telkomsel's service quality to customer satisfaction and customer loyalty data packets Telkomsel in Bandung.

This study uses a quantitative approach where the total population is used as a sample of 100 people who come from a non-probability sampling by convenience sampling technique. The process of collecting data on research by distributing questionnaires and were analyzed using linear regression analysis.

The results obtained in this study is the quality of service a significant effect on customer satisfaction and customer keuasan significant effect on customer loyalty.

The suggestions for the company is to continue to develop features of Internet services tailored to the needs of our customers and improve the quality of network access in some places are still fairly poor. While suggestions for future research is to add other factors such as price and quality of products that can affect customer satisfaction.

Keywords: Quality of service. customer satisfaction, customer loyalty