

## ***Abstract***

*Maintenance and retain loyal customers is a very important factor in the success of the organization in the competitive environment and is one of the key concepts for companies to manage customer relationships. Customer relationship management means managing customer satisfaction and customer retention to retain existing customers or obtain new customers.*

*The sample size depends on the complexity and characteristics of the measurement model. Because the amount of the construct as many as five (less than six) and there is an indicator variable that has less than three, and communality ranged from 0.45 to 0.50 then the model can be estimated by the number of samples between 200-299.*

*This research was conducted with quantitative methods, SEM (Structural Equalling Modelling) with using application LISREL 8.80.*

*The purpose of this study to identify and analyze the factors - factors that influence loyalty behavior and loyalty mean. The results of this study indicate Taken together, Satisfaction (SAT), Employee to Customer Relationship (ECR) and Customer to Customer Relationship (CCR) effect on customer loyalty IndiHome internet services (LOY) of 0.752, or 75.2%, so that the amount of influence another variable is at 24.8% (100% - 75.2%).*

*The construct of interpersonal relationships variable (either with company employees and other customers) has been better in improving customer satisfaction and loyalty in Bandung, which use the internet service Speedy / IndiHome level. It is based on the results of structural equation analysis (SEM) which states that the variation of the variables in the model, this study was 75.2%. \*

*Keywords: Customer Loyalty, Customer Relationship Management, Customer Satisfaction, Interpersonal Communication.*