

ABSTRACT

Internet needs in Indonesia get high, high demand growth was also followed by broadband internet services hence creating a tight competition. This competition forces providers retain customers. The factors that usually make loyal customers such as customer satisfaction, quality of service, switching cost and trust companies. This study tried to examine the influence between customer satisfaction, service quality, switching cost and belief in customer loyalty at Speedy Telkom's broadband Internet service in the area of Bandung. And to examine the influence of service quality to customer satisfaction.

The research was conducted with the hope of service providers can improve retention programs that have been done with reference to the indicators - the indicator that has the worst performance, so that later can retain customers. There are two objects that are used in this study. Objects used in this study were Telkom Speedy customers who are still active and inactive.

The results showed that the active customers of the respondent that the trust variable is the variable that has the greatest influence than variables - other variables on customer loyalty, namely equal to 0.760. Even so, the variables - other variables also have a positive influence on customer loyalty. Meanwhile, of the respondents who had been inactive customers that customer satisfaction variable is a variable that has the greatest effect compared variables - other variables customer loyalty towards, ie at 0.770. Even so, the variables - other variables also have a positive influence on customer loyalty. From both studies respondents also indicated that service quality variable effect on customer satisfaction.

Thus, in order to become loyal customers of Telkom Speedy, Telkom Speedy should be able to meet or to provide satisfaction to its customers, through improved performance indicators - the indicator variable quality of customer satisfaction, service quality, switching cost and trust.

Keyword: customer loyalty, customer satisfaction, service quality, switching cost, trust, internet broadband.