

ABSTRACT

Business telecommunications industry currently develop rapidly. It is characterized by the increasing number of subscribers and the number of telecom service operators. PT. Telkom is a company that provides telecommunications services in Indonesia. In mobile telecommunications services, particularly for the growth of CDMA service operator also calculated as a very fast growth. Companies must be able to master the existing market to grab market share in this industry.

This research attempts to examine the influence of brand image, corporate image, and service quality to the brand loyalty to increase customer loyalty by hoping that Telkom Flexi able to retain customer more over adding customer in Bandung. This research was conducted with reference to the indicator with the lowest levels of the variables significant brand image, corporate image, and service quality, so that later may make suggestions in order to retain customers. The object of this study are Telkom Flexi users of telecommunications services in Bandung. Test and analyze the influence of each variable using the method of Structural Equation Modeling (SEM) with LISREL 8.70 software.

The result of this study that all the variables in the study had a significant influence on brand loyalty, can be seen from the highest influence of 47.61% is popular. Besides brand loyalty variable has a significant influence on customer loyalty by 65.61%, therefore to improve customer loyalty, Telkom Flexi should improve the performance of brand image, corporate image, and service quality to meet customer needs and satisfaction.

Keywords : Brand Image, Corporate Image, Service Quality, Structural Equation Modeling (SEM), CDMA