

## **ABSTRACT**

The telecommunication industry in Indonesia has been highly competitive in recent years with the number of mobile subscription exceeding the number of population itself. Telkomsel, Indosat, XL Axiata and Tri are the biggest service provider in Indonesia by the number of subscription. The high competitiveness has made XL Axiata experiencing a negative customer growth. This further suggests that one of the service providers is experiencing a difficulty in maintaining customers. In order to increase the loyalty of the customers, service providers must deliver a positive experience and aims to satisfy the customers. Thus, this study aims to examine the relationship between customer loyalty, customer satisfaction, switching cost, and user experience. Six main predictors of user experience have been selected for this research based on the literature review. Non-probability sampling is used in this research and furthermore incidental sampling technique is used. The questionnaires were administered through 385 respondents as part of population using digital format questionnaire. Partial least square (PLS) analysis is used to explain the results of questionnaire using SmartPLS software. From the statistical data analysis results, all the items measured in this study are valid and reliable. In the partial least square analysis, the model used in this study had passed the outer model and inner model analysis. The results found that five of the six user experience predictors have positive effects towards customer satisfaction, with the exception of emotional. It is also found that trust, switching cost, and customer satisfaction have positive effects towards customer loyalty.