

## **ABSTRACT**

*Indihome is one of the home or fixed internet products with a variety of products in it namely the Internet, cable TV, and telephone. The number of reports given related to the price of the expensive Indihome package and suddenly the price is not in accordance with the initial package agreement, the quality of the service is lacking, and the promotion is not in accordance with customer needs, this has an impact on the loyalty of indihome users and also satisfaction with indihome products. Indihome has provided solutions to these problems.*

*This study contained five variables with independent variables, namely price perception ( $X_1$ ), service quality ( $X_2$ ), and promotion ( $X_3$ ). Intervening variables namely Customer Satisfaction ( $Z$ ) and the dependent variable Loyalty ( $Y$ ) which aims to test whether price perception, service quality, and promotion have a partial effect on customer satisfaction and perception of price, service quality, promotion overall or simultaneous mediated with satisfaction customer loyalty to Indihome users in the city of Bandung.*

*The method used in this study is a quantitative method with the type of descriptive and causal research. The type of data needed for this research are primary and secondary data. The population in this study is Indihome users in the city of Bandung. Sampling is done by the non-probability sampling method of quota sampling type. The sample of this research is 100 respondents in Bandung who use Indihome. Data analysis techniques using descriptive analysis and path analysis.*

*The overall results of the study showed that the variable price perception, service quality, promotion, customer satisfaction and loyalty of Indihome users in the city of Bandung were in the good category. The path analysis results also show that price perception affects satisfaction, service quality affects service satisfaction, promotion affects service satisfaction, satisfaction affects loyalty and price perceptions, service quality, promotion affects jointly on loyalty mediated by customer satisfaction.*

*Keywords: Price perception, service quality, promotion, customer satisfaction, loyalty*