

ABSTRACT

Competition in the telecommunications industry in retaining and acquiring customers is very important in supporting the company's revenue. This is closely related to the churn value of the company. This study aims to investigate whether factors such as mobile service, switching costs financial, procedural & relational affect customer satisfaction and loyalty as an indicator of service in improving company churn.

This study uses data churn, number of customers, number of network services for the 2018 period from the Telkomsel company. The technique in sampling uses nonprobability sampling - purposive sampling. The number of samples are 120 respondents.

This study proves that mobile service where the 7 variables underneath have a positive effect, switching costs with 3 variables below that are switching costs financially, procedural and relational have a positive effect on customer satisfaction and loyalty of Telkomsel Pekanbaru.

Keyword: Mobile Service Quality, Switching Cost, Customer Satisfaction. Customer Loyalty, Churn