ABSTRACT

The development of the internet at this time is increasing and becoming something that is important and needed by everyone. Internet users in Indonesia continue to increase each year, until the end of 2019 the number of users in Indonesia reached 7.697 million people with a total of 143.3 million internet users, which means it has reached 55% of the total population. As one of the countries that increase internet users the highest in the world. Internet service providers compete to provide the best quality of service.

This study measures customer loyalty and customer satisfaction on fiber by looking at service quality from four variables namely network quality, customer service, information quality, security & privacy and the image of a company image or company image.

This study uses quantitative methods, with the aim of descriptive and causal research, not intervening data, analysis of individual units with non-made arrangements and cross-sectional research time. In collecting data, this study used online social media with a sample of 385 valid respondents, with respondents as indihome Fiber customers and were collected in five major cities in Indonesia, namely Jakarta, Surabaya, Bandung, Medan, and Makassar. The sampling technique uses non probability sampling with quota sampling. Data analysis techniques using Structural Equation Modeling (SEM) Partial Least Square (PLS) using the SmartPLS 3.0 application, as well as hypothesis testing with partial T tests. The results of this study are all accepted hypotheses.

Keywords*: Service quality, corporate image, customer satisfaction, customer loyalty. Structural Equation Modeling (SEM).*