

ABSTRACT

This research is motivated by the increasing public need for the internet, a shift in the consumption pattern of society where previously the use of the internet was more for secondary needs, now it has turned into primary needs. By seeing that the internet has become a necessity, all internet service provider companies are encouraged to provide excellent service to all their customers. One of the internet service providers is Telkom Indonesia with Indihome as its product. This study aims to examine the effect of Product Quality, Service Quality and Brand Image on Customer Loyalty through Customer Satisfaction at Indihome in Bekasi.

The research method used in this research is a quantitative method with a causal descriptive approach, using analysis techniques Structural Equation Modeling (SEM) uses software SmartPLS 3.0. The sampling technique used in this study is a method non probability sampling by using the approach purposive sampling with a total of 400 respondents

Based on the results of hypothesis testing, Product Quality has a positive and significant effect on Customer Loyalty, Service Quality has a positive and significant effect on Customer Loyalty, Brand Image has a positive and significant effect on Customer Loyalty, and Customer Satisfaction has a positive and significant effect on Customer Loyalty. Based on the results of testing the intervening variables, Product Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction. Service Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction, and Brand Image has a positive and significant effect on Customer Loyalty through Customer Satisfaction.

Keywords : *Product Quality, Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty*