

ABSTRACT

The use of the internet as a human need is increasing every year. There is a shift in people's consumption patterns where internet use has now become a primary need. First Media as one of the internet service providers in Indonesia does not want to waste the positive impact of the Covid-19 pandemic on the internet service provider industry by continuing to innovate and provide the best quality service for customers. However, First Media experienced a decrease in the Top Brand Index percentage level with the Fixed ISP category in 2020. First Media also received many complaints from its customers during the Covid-19 pandemic in 2020 regarding its products and services. Customer dissatisfaction resulted in First Media's churn rate which tends to increase from time to time.

This study aims to explore further the influence of product quality, service quality, and brand image on First Media customer loyalty in Jakarta through customer satisfaction, both directly and indirectly.

This study uses a quantitative research methodology with a deductive approach to theory development. The data collection process was carried out by distributing questionnaires to 385 respondents using purposive sampling method. Hypothesis testing is done through data analysis techniques using the Partial Least Square method.

The findings in this study indicate that product quality, service quality, and brand image have a direct and indirect influence on customer loyalty through customer satisfaction.

The results of this study are expected to provide knowledge and benefits for First Media in evaluating product quality, service quality, and brand image, especially in the Jakarta area. In addition, this research can also be used as a study reference for further researchers by expanding the coverage area or research subject in the internet service provider industry in Indonesia.

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