

ABSTRACT

Internet has become a primary need at this time. Many things that humans do require internet access, thus making the internet an inseparable part of human life. Every year Internet users in Indonesia are always increasing. The increase in internet users is a promising business opportunity for internet service providers in Indonesia, especially fiber internet service providers.

This study aims to determine how the influence of service quality with the dimensions of Reliability, Responsiveness, Assurance, Empathy, and Tangible which will affect the loyalty of Indihome customers in Bandung.

The method used in this study is a quantitative method with a conclusive objective, a deductive approach, and a causal investigation type. Data analysis was carried out using descriptive analysis and the SEM (Structured Equation Modeling) method with the help of the SmartPLS application to test the data from 322 respondents obtained. Data was obtained by distributing questionnaires through social media to Indihome users in Bandung.

The results of this study indicate that Reliability, Empathy, and Tangible have a positive and significant effect on customer loyalty, while Responsiveness and Assurance have a negative and insignificant effect.

The results of this study are expected to be used as an evaluation material for home internet service providers out there in order to improve the quality of the services provided, in particular increasing attention to customers and providing convincing solutions to customer complaints so that customers can be sure of these solutions.

Keywords: reliability, responsiveness, assurance, empathy, tangible, customer loyalty, SEM.