

ABSTRACT

Technology advancement has pushed people's need for surfing through the internet. This caused internet providers to compete with each other to give the best service to their users. One of the biggest internet providers in Indonesia, Telkomsel, which is an internet provider company under PT Telekomunikasi Indonesia, is currently the top internet provider in case of users. However, Telkomsel has seen a drop in the number of users for the past years. Complaints regarding dissatisfaction and bad experience with the provider's quality of internet kept on coming, including complaints from students of a private university under Yayasan Pendidikan Telkom, Telkom University.

This study aims to analyze the relations between experience and satisfaction with Telkomsel's product, Telkomsel Prabayar, with Telkom University's student customer loyalty. The variables that will be used are customer experience, customer satisfaction, and customer loyalty.

This is a quantitative study with a random sampling method. The samples will be collected through questionnaires and the respondents will be Telkom University's students. The data collected from the questionnaire will be processed with SmartPLS.

Keywords: Telkomsel Prabayar, Customer experience, Customer Satisfaction, Customer Loyalty