

ABSTRACT

Telecommunications is one of the largest industries in Indonesia today. There are several mobile operator companies that play an important role in providing mobile communication services to the public. Some of these companies involve themselves in the ever-growing telecommunications industry. One of the leading mobile operators is Telkomsel, which is known as the largest mobile service provider in Indonesia. However, Telkomsel experienced a decrease in the number of consumers in 2022 by 10.9% or 19.1 million consumers.

This study aims to determine the effect of brand image and price on Telkomsel customer loyalty in Bandung city through customer satisfaction as an intervening variable. The method applied is quantitative method. The population in this study consisted of 96 samples with the criteria for respondents, namely Telkomsel users who live in the city of Bandung and are aged 17-50 years who were selected using nonprobability sampling using purposive sampling technique. Data was collected through questionnaire distribution using the Google Form platform. The data analysis technique used is Structural Equation Modeling (SEM) - Partial Least Squares (PLS) using SmartPLS 3.0 software.

Based on the results of the study, brand image has a significant effect on customer satisfaction, price has a significant effect on customer satisfaction, brand image has a significant effect on customer loyalty, price has a significant effect on customer loyalty, customer satisfaction has no significant effect, brand image has no significant effect on customer loyalty through customer satisfaction, and price has no significant effect on customer loyalty through customer satisfaction. The advice that can be given to Telkomsel is to maintain its brand image through marketing campaigns, superior service, and product innovation, as well as offering fair prices and promotional packages to increase customer satisfaction and loyalty.

Keywords: *Telecommunication, Brand Image, Price, Customer Satisfaction, Customer Loyalty*