ABSTRACT

Customer loyalty is important, but creating a loyal customer is not very easy, because the intention to buy is related with the mind that reflects the buyers plan to buy a certain product is not easy. Customer satisfaction will certainly be able to lead to customer loyalty in Indihome Semarang Area users. The study aims to analyze the factors that affect the Customer Loyalty , variable Quality of Service, Customer Satisfaction and Trust as intervening variable in this study. Based on the research problem is how to increase customer satisfaction that will impact positively on the increase Customer Loyalty.

The research sample consists of 150 respondents spread by researchers. Respondents in this study were Indihome Semarang users area. The tools used to analyze the data is AMOS 22 with Structural Equation Modeling (SEM).

The results showed as many as six hypotheses can be accepted. The factors that influence positively and significantly by Quality of Service to Customer Satisfaction answered H1, Quality of Service on the Trust answered H2, Quality of Service to the Customer Loyalty H3 answered, Customer Satisfaction on Trust H4 answered , Customer Satisfaction on Customer Loyalty H5 answered and Trust on Customer Loyalty H6 answered.

Keywords: Service Quality, Customer Satisfaction, Trust and Customer Loyalty.