

## **ABSTRACT**

*In industry 4.0, the industry competition in the telecommunications sector is getting tougher, all telecommunications service providers compete with each other in providing the best service to be in demand by consumers who in the long term goals can have an impact on customer loyalty. Indosat Ooredoo is one of the largest telecommunications service providers in Indonesia with consumers of various ages, including millennials. This research is used to measure the effect of service quality on the variables of corporate image, customer trust and switching costs on customers. As well as to test the influence of variables of service quality, company image, trust, switching costs on customer loyalty variables. This research is a quantitative research with the object of research used is the millennial generation in the city of Semarang. The sample in this study was 107 respondents, and the data obtained were primary data from questionnaires distributed to respondents both offline and online. Hypothesis testing in this study was carried out using the analysis of the SmartPLS 3.0 structural equation model (SEM). The results of the analysis show that service quality has a significant influence on the company's image, trust, and switching costs of Indosat Ooredoo customers. Meanwhile, the variables of service quality and switching costs have a significant influence on Indosat Ooredoo customer loyalty. And for the company's image and trust, it does not have a significant influence on Indosat Ooredoo customer loyalty.*

**Keywords:** *Service Quality, Corporate Image, Trust, Switching Costs, Millennial Generation, Customer Loyalty.*