

ABSTRACT

Customer loyalty is an important factor that affects the survival of a company because attracting customers is more difficult than maintaining customers. Therefore the company must be able to provide the best service to keep customers using the company's products.

This research was carried out in the city of Semarang and used the 3 (Tri) Indonesia cellular network company as the object of research. The purpose of this study is to examine how service quality and customer value influence customer loyalty by using customer satisfaction as an intervening variable.

This research was conducted by distributing questionnaires to 100 respondents who lived, worked or studying in the city of Semarang which were then analyzed using multiple linear regression methods with the tests performed were validity test, reliability test, classical assumption test, coefficient of determination test, F test , T test, and sobel test to find out the mediating effect.

The results of this study indicate that service quality and customer value have a positive and significant effect on customer satisfaction, then customer satisfaction has a positive and significant influence on customer loyalty, and the results of the sobel test shows that customer satisfaction as an intervening variable is feasible to use.

Keywords: Service, Customer Loyalty, Service Quality, Customer Value, Customer Satisfaction