

## **ABSTRACT**

*This research was motivated by the declining number of subscribers of Indosat in 2009 and subscriber growth was very slow. The reduced number of subscribers indicates that consumer loyalty in Indosat declined. By looking at existing problems, the study aimed to analyze how to improve their customer loyalty, supported by improved service quality, product quality and customer satisfaction.*

*This study collected data from 96 respondents Indosat users. The questionnaire consist of closed questions and opened questions. The answer of closed questions that represent the observed variables were then being analyzed by value of index method and multiple regression wich is run by SPSS programme, while the answer of the opened questions were being analyzed in qualitative way.*

*The results of analysis showed that service quality and product quality has a significant and positive impact on customer satisfaction, and customer satisfaction also has a positive and significant influence on consumer loyalty Indosat. Service quality and products quality have an influence for 85.4% of consumer satisfaction, consumer loyalty while 54.3% are influenced by customer satisfaction.*

*Key words: service quality, product quality, customer satisfaction, customer loyalty.*