ABSTRACT

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 users Ooredoo Area Indosat Semarang. The study aims to analyze the factors that affect the Customer Loyalty (Y2) at Indosat users Ooredoo Area Semarang variable Quality of Service (X1), Brand (X2), and Customer Satisfaction (Y1) as intervening in this study. Based on the research problem is how to increase customer satisfaction that will impact positively on the increase Customer Loyalty and the factors that affect customer satisfaction that is Quality of Service and Brand.

The research sample consists of 100 respondents spread by researchers. The samples were carried out with the calculation developed by (David B. Johnson, Thomas A. Mowry) sample calculations using formulas which can be seen in Chapter III. Respondents in this study were Ooredoo Area Indosat users Semarang. The tools used to analyze the data is AMOS 22 with Structural Equation Modeling (SEM).

The results showed as many as four hypotheses can be accepted and one hypothesis is rejected. The factors that influence positively and significantly by Quality of Service (X1) to Customer Satisfaction (Y1) answered H1, Brand (X2) on the Customer Satisfaction (Y1) answered H2, Customer Satisfaction (Y1) to the Customer Loyalty (Y2) H3 answered, and Brand (X2) on Customer Loyalty (Y2) answered H5, and that does not have significant influence is Quality of Service (X1) to Customer Loyalty (Y2) refused H4.

Keywords: *Service Quality, Brand, Customer Satisfaction and Customer Loyalty.*