

ABSTRACT

PT Telkom Indonesia is divided into 7 regions spread throughout Indonesia (Region1 – Region7). Region 4 in Central Java and DIY is further divided into 7 branch offices called Witel (Wilayah Telekomunikasi) which consist Semarang, Yogyakarta, Solo, Kudus, Pekalongan, Magelang and Purwokerto. Based on 2019 data, it shows that the NPS (Net Promotor Score) Semarang figure was 39%, this is still inferior to its competitor Witel Yogyakarta, which is 58%. This shows that Indihome customer satisfaction and loyalty witel Semarang is still lacking when compared to Witel Yogyakarta. In this study, researchers analyzed the relationship between service quality, brand image and perceived value variables which are associated with customer satisfaction and loyalty, with the ultimate goal of providing input to management in order to increase the level of Indihome customer satisfaction and loyalty Witel Semarang. Data processing was carried out by SPSS - AMOS that used SEM (Structural Equation Model) with a sample of customer Indihome in witel Semarang. The results show that these three variables have a significant positive effect in influencing customer satisfaction and loyalty. Futhermore the level of Indihome customer satisfaction and loyalty at the witel Semarang is already good.

Keywords : Indihome, Customer satisfaction, Customer loyalty, Service quality, Brand image, Perceived value, *Structural Equation Model* (SEM), SPSS, AMOS