ABSTRACT

Information technology is one of the key components in enhancing the national development of a country. The rapid development of information technology and the increasing use of data communication by office business users encourages the growth of internet-based services and results in a greater need for the availability of high-speed internet service access. This study aims to analyze the factors that influence the increase in customer loyalty, in this case, the Satker in Semarang City government institutions. The variable service quality (X1), company image (X2) and customer satisfaction (Y1) as intervening variables.

The sample of this study amounted to 120 respondents then given a questionnaire to answer. The determination of the sample is carried out by the calculation developed by (Hair et al, 1998). That is, the number of samples taken from the population is determined to be 5-10 times the number of indicators. Because in this study there are 24 indicators, the number of indicators is 24 x 5 = 120 respondents.In this study, the respondents were 120 representatives of the Satker in Semarang City government institutions. The tool used to analyze the data is AMOS 22.00 with the Structural Equation Modeling (SEM) method.

The results showed that overall of the five hypotheses proposed in this study were acceptable. The factors that have a significant effect are Service Quality (X1) and Company Image (X2) on Customer Satisfaction (Y1) and Customer Loyalty. And Customer Satisfaction (Y1) has a significant positive effect on Customer Loyalty (Y2).

Keywords*: Service Quality, Company Image, Customer Satisfaction and Customer Loyalty.*