

ABSTRACT

PT.Telkom as one of telecommunication company continue to serve and to complete the customer's need in order to get the customer loyalty. UNER-IV Jateng & DIY is one of the delivery channel in PT. Telkom which handle the corporate customers, are supposed to increase the customer loyalty. **In presence**, the number of Speedy customers in UNER-IV Semarang have been decreased from year to year. This indicates that customer loyalty of Speedy's customers have also decreased. In this research, the problem will be discussed is how to improve the customer loyalty of Speedy's customers in UNER-IV Semarang using variables product superiority and service quality according to customer loyalty.

The analysis process is done with statistic analysis and kualitatif analysis using SPSS ver.16 . Data was collect from 108 respondent of Speedy's customer in UNER-IV Semarang using questioner.

The result shows that customer loyalty is impacted by the product superiority and service quality which has been given. According to the result, there are managerial implication that are usefull in order to improve customer loyalty by improving product superiority and service quality so that the customer in the mean time will be using the product continually and will not using the product from competitor.

Keyword : product superiority, service quality, customer loyalty