

ABSTRACT

The telecommunications service industry is currently experiencing rapid development, which is marked by the growth of various providers offering various products and interesting breakthroughs. With a variety of existing providers, there are also more choices of products offered according to people's lifestyles. Telkomsel is a provider belonging to a state-owned company that competes in the telecommunications industry.

This study aims to identify the effect of emotional commitment, relationship quality and promotion on customer retention with customer satisfaction as an intervening variable. The data that is used as a reference in this research is primary data with non- probability sampling technique, which is collected into 125 respondents using accidental sampling. Hypothesis testing in this study used Structural Equation Modeling (SEM).

The results of this study indicate that emotional commitment has a positive effect on customer satisfaction, relationship quality has a positive effect on customer satisfaction, promotion has a positive effect on customer satisfaction, customer satisfaction has a positive effect on customer retention.

Keywords: *Emotional Commitment, Relationship Quality, Promotion, Customer Satisfaction, Customer Retention, SEM, AMOS*