

## ***ABSTRACT***

One type of business that is experiencing intense competition at this point is the effort in the field of telecommunications, especially in the business of mobile operators. So the company must make a new marketing strategy to increase and retain customers. Customer value is the customer preference toward product value, service value, and the value of the price that facilitate the company's goals. While loyalty is customer loyalty over a product it uses.

The purpose of this study was to determine the effect Customer Value simultaneously and partially on Customer Loyalty Cellular Operator Telkomsel, Indosat, and XL in Bandung 2014. In this study, using the theory of Customer Value by Buchory, while customer loyalty according to Griffin.

This research is a descriptive causal and quantitative research methods. Data collected by distributing questionnaires to 291 respondents to the sampling technique used is convenience sampling. Analysis of the data used is path analysis. The results showed that there are significant both simultaneously and in partial customer value on customer loyalty in the mobile operator Telkomsel, Indosat, and XL Axiata. XL mobile operators have the greatest influence (56.82%), followed by Telkomsel (56.23%), and Indosat (34.14%) on customer loyalty.

Keywords: Customer value, Customer Loyalty