

## ABSTRACT

The use of mobile phone as a life support has made the telecommunication industry grow even bigger. The features that offered by smartphone are various, from regular calling service to several applications that can help people do things easily. All of those services have made people lost in smartphone world, they can check their bank account, transferring money, make a video call, communicate in social media with only one simple click.

The new phenomenon has made the competition among mobile service providers, Telkomsel, Indosat, 3, and XL Axiata is getting tighter. They are competing to get as much customer as possible and they also want to keep their current customer loyal to them.

This study aims to know the factors influencing to customer loyalty. This study is investigating the influence of mobile service quality in customer satisfaction through customer trust and customer intimacy towards customer loyalty. The 400 people in Indonesia has been examined to know the factors that influencing customer loyalty. All variables that proposed are all accepted in a positive way.

**Keywords: Customer Loyalty, Service Quality, Customer Satisfaction, Customer Trust, Customer Intimacy**