

ABSTRACT

As a company that provides digital connectivity services and solutions, Telkomsel launched its newest product, Telkomsel Orbit. Telkomsel Orbit is an all-digital home internet service provider in Indonesia that uses WiFi modem devices, with the vision of providing the best quality internet services that are evenly distributed throughout Indonesia and the mission of providing portable internet at affordable prices and easily accessible to the people of Indonesia

The purpose of this research is to determine the influence of product quality, service quality, price, and brand image on customer satisfaction, as well as the impact of customer satisfaction on user loyalty towards Telkomsel Orbit in the West Java region. This study collected 380 samples from Telkomsel Orbit users in West Java. The research employed the data analysis technique of Confirmatory Factor Analysis (CFA) to confirm the factors that affect customer satisfaction and loyalty. The data processing in this study utilized the SmartPLS 4 application.

The results of this study prove that there is an influence on product quality, service quality, price, and brand image on customer satisfaction, with service quality being the factor that most affects customer satisfaction of Orbit users. And brand image is the dimension of customer satisfaction that most affects Telkomsel Orbit user loyalty. The recommendations from this study are for Telkomsel Orbit to improve provide greater promos and discounts than competitors and add unlimited packages to increase user loyalty and give a positive impression to people who have not used Orbit products.

Keywords: Consumer behaviour, Customer loyalty, Customer satisfaction