# ABSTRACT

This research is about the analysis of mobile broadband Internet Customer Loyalty with a case study of mobile broadband Internet subscribers in the city of Bandung. The model in this study were taken from a previous study conducted by Cheng, Lai & Yung (2008) which highlights the similar phenomena. The variables used to measure Customer Loyalty is variable Service Quality, Customer Satisfaction, Price Perception, Corporate Image and Switching Cost.

This research use survey method by analyzing the key data from questionnaires distributed to 125 mobile broadband internet users. Purposive sampling techniques are used with 5% of sampling error.

The results of this study are variable service quality significantly affect customer satisfaction variables and variable corporate image. Variables customer satisfaction significantly affect to loyalty variable.

**Keywords:** Service Quality, Customer Satisfaction, Switching Cost, Price Perception, Corporate Image, Customer Loyalty.