

## **ABSTRACT**

*Nowadays, television has become a necessity but there is still a lack of information and alternatives program that aired on national television which led to the emergence of Pay TV. Along with the development, the phenomenon of competition in the pay-TV business in Indonesia is becoming increasingly tight and competitive, causing the business to provide the best possible services to satisfy the customers. So, the company needs to pay attention to the quality of the services they provide in order to run this business properly. Service quality is one of the factors that can influence satisfaction and customers loyalty. Therefore, there is urgency to do research to know how influence the quality of Indovision's service to customer satisfaction and customer loyalty.*

*The purpose of this research is to measure customers rating on variables of service quality, customers satisfaction, dan customers loyalty. Beside that, this research aims to evaluate the effects of service quality to customers satisfaction dan customers loyalty.*

*This research using causal descriptive type. It used as many as 25 items of questionnaire. Data collection is done by distributing questionnaires to customers Indovision who have subscribed for a year or more with a total sample of 400 people who are determined to nonprobability purposive sampling method. The data analysis technique using Structural Equation Model with 5% significance level.*

*The results are service quality have significantly positive effect to customers satisfaction, customers satisfaction have significantly positive effect to customers loyalty, service quality have significantly positive effect to customers loyalty and service quality has an indirect effect on customer loyalty through customer satisfaction.*

*As for advice for companies is giving reward and punishment, controlling, maintenance, perform a recording system / administrating the document accurately, and provide transparency monthly payments report regularly to the customer. Suggestions for further research is adding a variable of products quality and prices.*

**Keyword: Service Quality, Customers Satisfaction, Customers Loyalty**