

ABSTRACT

Telkom Indonesia is one of government companies at telecommunication sector and one of the biggest telecommunication company at Indonesia. IndiHome is a product of Telkom Company. In order to satisfy customer needs, IndiHome launch Triple Play service and there are My Internet, My Phone & My Tv. At the end of 2015 Telkom have 1 million IndiHome customer. Therefore, company have to give their best Service Quality to maintain the Brand Loyalty. They give their best Service Quality at Telkom Plasa. The respondent in this research is IndiHome customers at Bandung.

The Research Question is about the effect of the servqual element toward Brand Loyalty. The analysis data technique is quantitative causal with problem-solving method multiple linear regression. Population is 112.064 IndiHome Customer at Bandung with 100 sample respondent. Independent variable are reliability, responsiveness, assurance, empathy and tangible. Dependent variable is brand loyalty. By spreading questioner to IndiHome customer at Bandung.

With descriptive analysis technique, the average percentage of servqual variable is on adequate category. The brand loyalty percentage is on adequate category. The result showed that independent variable servqual effect simultaneously on the dependent variable brand loyalty significantly. However empathy the element of servqual effect partially on the dependent variable brand loyalty significantly and the rest of servqual element have no significantly effect on dependent variable. The independent variable effect is 45,3%, and the rest is 54,7% is influenced beyond research variable factor. With the result that Telkom service quality is not good enough for a big telecommunication company.

Keywords: Service Quality, Reliability, Responsiveness, Assurance, Empathy, Tangible, Brand Loyalty.