

## **ABSTRACT**

*The market share of the telecommunications business in Indonesia is dominated by the four mobile operators Telkomsel, Indosat, Tri, and XL Axiata. Total customer growth of the fourth mobile operator has increased and decreased from year to year, but the number of subscriber growth is not significant impact on increasing the number of Average Revenue Per User (ARPU) mobile operators. With a data of complaints by the customer to service provider, the scientist would like to determine the effect of service quality on customer loyalty.*

*This study measured customer ratings to variable Reliability, Responsiveness, Assurance, Empathy, Tangibles, Customer Satisfaction and Customer Loyalty. In addition, this study identified the influence of Reliability, Responsiveness, Assurance, Empathy and Tangibles as the cornerstone of Customer Satisfaction to Customer Loyalty.*

*The data collection is done by distributing questionnaires to 385 respondents by way of non-probability sampling. Data analysis technique used is multiple linear regression analysis using SPSS 13.*

*Based on the results of data processing, the values obtained for the variable Reliability, Responsiveness, Assurance, Empathy and Tangibles showed a good level. Variable Reliability, Responsiveness, Assurance, Empathy and Tangibles simultaneously significant effect on customer loyalty. Partially, Reliability, Responsiveness, Empathy and Tangibles significant effect on customer loyalty, however Assurance no significant effect on customer loyalty.*

*Based on the research results, to achieve customer loyalty, the company's mobile operators should further decrease service quality in the field of assurance.*

*Keywords* Customer Loyalty, service quality