

ABSTRACT

This research discusses about the variables affecting customer satisfaction in Bandung and then the customer satisfaction directly tested related to brand loyalty by using Structural Equation Modeling method (SEM), a multivariate analysis of Factor Analysis, Structural Model and Path Analysis with the object of research was the customers who have used the IM2 card service for at least six months and permanently or temporary domicile in Bandung. The affecting variables to be discussed in this research consist of performance network, cost of service, convenience service, customer service, and usage ease obtained from the research that had been done before.

The results showed that performance network variable is a variable that had the greatest effect compared with other variables to customer satisfaction, which is equal to 90%. However, other variables also had positive influence on customer satisfaction. Meanwhile, it was found that the variable of customer satisfaction also has a huge influence on brand loyalty that is equal to 96%.

Based on the variables that influence customer satisfaction, some recommendation were formulated for IM2 improvement services in an effort to increase satisfaction for maintain the IM2 brand loyalty. In accordance with the results of testing the hypothesis that the most influential IM2 recommended to better prioritize performance improvement of the network by increasing the number of base stations, then adding and making service via satelite in remote areas or not reached by the BTS by the lack of availability of IM2 in the city in an attempt rebuilding the image of IM2.

Keywords: customer satisfaction, brand loyalty, structural equation modeling.