

## ***ABSTRACT***

*Refer to the increased trend of consumers needs level and development of communication technology that serve as positive impact for telecommunication industries, especially for cellular phone and services provider, it makes business competition fiercer in Indonesia. The rapid growth of cellular operator industries and fierce competition aimed to raise the number of customer which controlled by market of GSM cellular operator caused each cellular operator company using certain strategy to win the customer satisfaction and business competition. This one key asset for the companies will become one indicator for customer loyalty, company income, and market shares development in the future.*

*The research goal to identified how much influence the user experiences such as: service quality, functionality, trustworthiness and social towards customer loyalty through user satisfaction. Primer data has been used for this research by spreading questionnaires to 384 respondents with non-probability sampling technique and convenience sampling variety collected then processed with path analysis. The analysis used to test the relationship between the variable within the model and using Cronbach alpha and product moment correlation to test the measurement scales.*

*Based on the data analysis, it showed that user experience which consisted by service quality, trustworthiness, and social simultaneously affect the user satisfaction. This show user experience can have affected user satisfaction of GSM cellular operator companies in Indonesia.*

*Keywords: User Experience, User satisfaction, Customer Loyalty*