

## ABSTRACT

The telecommunication industry is an industry with a very fast growth and an industry with a very high level of sales. The competition between mobile operators in the telecommunication industry market is high. Facing this increasingly competitive environment, Telkomsel is required to be able to create its own uniqueness accompanied by planting a positive image of the product issued to be superior among competitors. Research Purpose of this research is to find out and analyze: 1) Service Value affects Consumer Loyalty 4G/LTE technology users, 2) Service Quality affect s Consumer Loyalty 4G/LTE technology users, 3) Customer Satisfaction affects Consumer Loyalty 4G/LTE technology users, 4) Social Pressure affects Consumer Loyalty 4G/LTE technology users, and 5) Service Value, Service Quality, Customer Satisfaction, and Social Pressure simultant affect Consumer Loyalty 4G/LTE technology users. The type of research in this study is quantitative with the format of causality and descriptive. Causality research is a study to test the truth of causal relationships (cause-and-effect), namely the relationship between independent variables (that affect) with the dependent variable (thatisaffected) used Multiple Regression Linier Analysis. The sample in this research is determined by 400 respondents which spread in Java and Bali areas. Based on the results of collecting, processing, data analysis and hypothesis testing conclusion can be drawn as following: 1) Service Value of 4G/LTE Technology from Telkomsel have a significant effect on Consumer Loyalty in Indonesia, 2) Service Quality of 4G/LTE Technology from Telkomsel have a significant effect on Consumer Loyalty in Indonesia, 3) Customer Satisfaction of 4G/LTE Technology from Telkomsel have a significant effect on Consumer Loyalty in Indonesia, 4) Social Pressure of 4G/LTE Technology from Telkomsel have a significant effect on Consumer Loyalty in Indonesia, and 5) Service Value, Service Quality, Customer Satisfaction, and Social Pressure of 4G/LTE Technology from Telkomsel have simultaneously significant affect to Consumer Loyalty in Indonesia. The amount of simultaneous influence of Service Value, Service Quality, Customer Satisfaction, and Social Pressure to Consumer Loyalty in Indonesia is equal to 77,4%, while the rest equal to 22,6%, which are other factors that are not studied in this research.