TABLE OF CONTENTS

COVER PAGE i
TITLE PAGE ..... **ii**
ENDORSEMENT PAGE ..... **iii**
STATEMENT PAGE ..... **iv**
PREFACE ..... **v**
CONTENTS ..... **vi**
TABLES ..... **ix**
FIGURES ..... **x**

CHAPTER I: INTRODUCTION **1**
1.1 Research Object Overview 1
1.2 Research Background 4
1.3 Problem Formulation 6
1.4 Research Questions 8
1.5 Research Purpose 8
1.6 Research Framework 9
1.7 Benefits of the Research 10
1.7.1 Theoretical aspect 10
1.7.2 Practical aspect 10
1.8 Research Writing Systematics 10

CHAPTER II: LITERATURE AND SCOPE OF RESEARCH 12
2.1 Research Object Overview 12
2.1.1 Summary Theory 12
2.1.1.1 Corporate Image 12
2.1.1.2 Consumer Loyalty 15
2.1.2 Previous Researches Accomplished 18
2.2 Research Framework 25
2.3 Research Hypothesis 26

2.4 Research Scope 27

CHAPTER III: LITERATURE AND SCOPE OF RESEARCH 28

3.1 Research Type 28

3.2 Object and subject of Research 28

3.3 Operational Variables.....28

3.4 Measurement Scale.....31

3.5 Population and Sample.....31

3.5.1 Population 31

3.5.2 Sample 31

3.6 Data Collection 31

3.6.1 Data types 31

3.6.2 Data collection technique 32

3.7 Validity and Reliability 33

3.7.1 Validity Test 33

3.7.2 Reliability Test 34

3.8 Descriptive Data Analysis Techniques 35

3.9 Analysis Technique 36

CHAPTER IV: RESEARCH RESULTS 39

4.1 Data collection results 39

4.1.1 Respondents characteristics 39

4.1.1.1 Respondents by domicile.....39

4.1.1.2 Respondents by gender 41

4.1.1.3 Respondents by age.....42

4.1.1.4 Respondents by occupation.....43

4.1.1.5 Respondents education level 44

4.1.1.6 Respondents by usage period of 4G/LTE technology from Telkomsel 45

4.1.1.7 Respondents by reason they use 4G/LTE technology from Telkomsel 46

4.2 Research results 47
4.2.1 Description of responses on Corporate Image (X).....47
4.2.1.1 Descriptive analysis of Service Value (X_1).....47
4.2.1.2 Descriptive analysis of Service Quality (X_2) 49
4.2.1.3 Descriptive analysis of Customer Satisfaction (X_3).....52
4.1.1.4 Descriptive analysis of Social Pressure (X_4).....54
4.2.2 Responses towards Customer Loyalty (Y).....56
4.3 Results of Multiple Linear Regression Analysis 58
4.3.1 Multiple Linear Regression Equation Model.....58
4.3.2 Coefficient of Joint Correlation and Coefficient on Determination ..60
4.4 Hypothesis Testing Results.....61
4.4.1 Hypothesis Testing of Effect of Corporate Image towards Customer Loyalty 61
4.4.2 Hypothesis Testing Influence of Corporate Image Individual (Partial) to Customer Loyalty 62

CHAPTER V: CONCLUSION AND RECOMMENDATIONS 64
5.1 Conclusion.....64
5.2 Recommendations 64
5.2.1 Theoretical Aspect.....64
5.2.2 Practical Aspect.....65

REFERENCES 67
APPENDIX A: QUESTIONAIRE.....70