

ABSTRACT

The study aims to determine how much influence satisfaction with customer loyalty Indihome Bandung. Where more and competitors based on Indihome network should further improve its service to customers to loyalty customers using products from Indihome.

Population in this research is Indihome customer of Bandung city in year 2016 and sample taken counted 100 responden. The purpose of this study, is to determine the magnitude of the effect of satisfaction on customer loyalty.

In this study the method used is a quantitative method with the type of descriptive research and simple regression analysis. The result of the research has been done that the response to the respondents about satisfaction with customer loyalty has a significant influence with a strong level. The amount of influence of satisfaction variable to Customer Loyalty is 53,1% the rest (100% - 53,1%), equal to 46,9% influenced by other variable not examined.

Keywords: Satisfaction, Customer Loyalty and Bandung Indihome.