

ABSTRACT

The internet is a media of information that cannot be separated from the lives of people today. It can be seen from the large number of internet usage nowadays that it is not foreign for most people to even entertain as a basic necessity for daily activities such as work, communication and even shopping. The internet is a supporting thing for doing daily activities in general activities. This research uses customer to customer relationship variables, customer satisfaction, employee to customer relationship and customer loyalty.

The purpose of this study is to determine the effect of employee to customer relationship variables on customer satisfaction, employee to customer relationship on customer loyalty, employee to customer relationship to customer to customer relationship variables, customer to customer relationship variables, customer satisfaction, customer to customer relationship to customer loyalty, and customer satisfaction with customer loyalty.

The research method uses a quantitative approach. Data collection was conducted on IndiHome Bandung users with 401 respondents. This study uses a non-probability sampling with the type of convenience sampling research. This study uses a structural equation model (SEM) and uses an ordinal scale with 14 questions.

The results of this study indicate that employee to customer relationship variables have a positive and significant effect on customer satisfaction, employee to customer relationship has a positive and significant effect on customer loyalty, employee to customer relationship has a positive and significant effect on customer to customer relationship variables, customer to customer relationship has a positive effect and the significance of the customer satisfaction, customer to customer relationship variable has a positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: *Customer Relationship with Customers, Customer Satisfaction, Employee Relations with Customers and Customer Loyalty*