

ABSTRACT

Along with the growth of users of telecommunications and information technology, a new innovation emerged from PT. Telkom Indonesia, namely fixed broadband, which is PT. Telkom Indonesia Tbk issued its product called IndiHome in 2015. Judging from the Triple Play service which is the flagship service of IndiHome, as well as other services, the core of IndiHome products is its internet service. While other services such as voice (telephone) and Interactive TV (UseeTV) are ride products (augmented products). The purpose of this study is to provide insight for future studies that will be carried out by researchers about service quality which includes the quality of the network, service of a customer service to customers, quality of information as well as security of customer data. In addition, it is also about customer satisfaction, behavioral loyalty and attitude loyalty.

This study uses a type of quantitative research with a causative research type approach. The population of this research is IndiHome customers PT. Telkom Indonesia Witel Bandung, which has already come to the Telkom Witel Plaza Bandung and has subscribed to IndiHome for more than one month. The sample in this study amounted to 258 respondents. The sampling technique used in this study is Purposive Sampling, which is a technique of determining samples with certain considerations. Data collection in this study was conducted by distributing questionnaires online through the Google form. And the data analysis technique used in this study is the structural equation modeling (SEM) method using LISREL 8.8 software.

Based on the results of the study, the relationship of service quality to customer satisfaction, customer satisfaction on behavioral loyalty and image on behavioral loyalty are not directly related. This indicates that the three relationships above are rejected directly but through the intervening variable are accepted.

Keywords: IndiHome, Service Quality, Customer Satisfaction, Behavioural Loyalty, Attitudinal Loyalty