

## **ABSTRACT**

*The development of the cellular operator industry in Indonesia is growing rapidly. The high growth of users of cellular operators makes it possible for cellular operators to compete with each other, so it is important to understand the impression factors of perceived quality and brand loyalty towards customer loyalty. This research concern the effect of perceived quality and brand loyalty towards customer loyalty of cellular operators in Bandung.*

*The purpose of this research was examine how much influence perceived quality and brand loyalty towards customer loyalty of cellular operators in Bandung. The method used in this research are quantitative, by distributing questionnaires to 400 respondents. The sampling technique used are nonprobability sampling with the type of convenience sampling. Data was processed using SPSS version 21 for Windows operating system and uses the path analysis method.*

*Based on result of the study indicate that perceived quality and brand loyalty simutaneously influence customer loyalty. This means that perceived quality and brand loyalty have an influence on customer loyalty of cellular operators in Bandung. The value of the marketed cellular operator brand has created positive value for the customer so that the customer feels satisfied in using the product that leads to the creation of customer loyalty.*

*Keywords : Perceived Quality, Brand Loyalty, Customer Loyalty, Cellular Operators.*