

ABSTRACT

Intense competition and shifting customer loyalty in Indonesian cellular service provider sector have drive companies to rethink service assurance and service reliability to increase attitudinal loyalty and customer commitment. This study aims to measure the effect of *service assurance*, *service reliability*, on *customer commitment* and *attitudinal loyalty* with Mediating *perceived value* and *customer satisfaction*.

The population consists of LOOP customers in the Telkomsel Branch Makassar area was sampled using purposive sampling technique to obtain 250 respondents as a sample. Respondents were asked to rate on a Likert scale against 18 question items submitted via Google form. The hypothesized causal relationship between variables forms a structural equation model (SEM) which is then dissolved using LISREL 8.8 software. The validity and reliability of a set of indicators from each variable are tested first before testing the fit of the model and 11 hypotheses.

This study resulted in the conclusion that all hypothesized causal relationships are acceptable because they have a significant positive regression coefficient based on the T-value generated by both direct and indirect relationships through the mediation variable. The indirect relationship of service assurance to attitudinal loyalty is 96% with a significant amount of 86.17. Service Assurance is an important antecedent to increasing customer satisfaction, customer commitment and customer attitudinal loyalty to LOOP products.

Keyword: *Service Assurance, Service Reliability, Customer Commitment, Perceived Value, Customer Satisfaction, Attitudinal Loyalty*