

ABSTRACT

Indihome (Indonesia Digital Home) is a digital home service solution in the form of high-speed internet on fiber, interactive TV, and landline telephones in the form of local or long distance call services. Indihome always maintains the quality of its products and services by maximizing existing services. Commitment to increasing customer satisfaction is also shown from several survey results conducted by independent surveyors. The customer satisfaction index (CSI/Customer Satisfaction Index) in the customer segment for Indihome products and services continues to show an increase from year to year in order to minimize problems and complaints from customers. Complaints indicate dissatisfaction with the services or services that have been provided. Complaints are one of the things that can motivate the company to always make continuous improvements. Thus, this research was carried out with the aim of knowing the results of the effect of affective effort on customer loyalty through satisfaction with customer complaints of Indihome Kandatel Metro. This study uses quantitative methods with the aim of descriptive/causal research. Based on the results of the study, it was concluded that the Affective Effort (X) variable had a significant effect on Customer Loyalty (Y) through Satisfaction with Complaint (Z) on Indihome Kandatel Metro customers.

Keywords : *Affective Effort, Satisfaction with Complaint, Customer Loyalty*