

ABSTRACT

PT Telekomunikasi Indonesia is an information and communication company as well as a complete telecommunications service and network provider in Indonesia. PT Telekomunikasi Indonesia is a telecommunication State-Owned Enterprise (BUMN) and the largest telecommunications and network service provider in Indonesia. Serving millions of customers throughout Indonesia with a complete range of telecommunications services including fixed wireline and fixed wireless, cellular communications, network and interconnection services as well as internet and data communication services. As one of the largest telecommunications (internet) service providers in Indonesia, Telkom is not alone. With so tight competition in telecommunication services with the emergence of several Internet connection products from various ISPs and there are also several products in Telkom's Internal that are experiencing competition. This study was conducted to determine the direct effect given from product quality, service quality to customer satisfaction and customer loyalty. This study uses quantitative research methods with data analyzed using SEM (Structural Equation Modeling) analysis which is operated through the Smart PLS (Smart Partial Last Square) version 3. This study takes a sample of 100 people by distributing online questionnaires to 100 IndiHome customers in Indonesia. Pekanbaru City. The variables used in this study are product quality variables, service quality variables, customer satisfaction variables and customer loyalty variables. The results of this study indicate that there is an influence between product quality, and service quality, on customer satisfaction, and customer loyalty, the higher the level of customer satisfaction, the higher customer loyalty to IndiHome in Pekanbaru City.

Keywords: *Customer Loyalty, Customer Satisfaction, Product Quality, Service Quality.*