

ABSTRACT

Every year the development of technology is growing very rapidly, one of the biggest industries that is needed at this time is the telecommunications industry. The internet service industry is an industry that is urgently needed today by almost all circles, in Indonesia the largest and well-known internet service provider is Wifi.id which is under the auspices of Telkom Indonesia, therefore Wifi.id must be able to analyze customer behavior because Wifi .id is one of the assets owned by Telkom Indonesia which indirectly has to maintain customer loyalty because it is one of the internet service providers that has spread all over Indonesia. Wifi.id needs to pay attention to the quality of the relationship with its customers and also be responsive in service recovery if there are obstacles or disruptions to customers in order to create customer loyalty.

This study aims to determine the effect of relationship quality on customer loyalty with service recovery as an intervention variable for Wifi.id customers in Bandung. This study uses quantitative methods with the type of research used is descriptive analysis using structural equation modeling-Partial Least Square. which was processed with SMARTPLS 3.0 sampling carried out distributing questionnaires via google form to a minimum of 425 Wifi.id customers in the city of Bandung. This study consists of three variables, namely relationship quality as the independent variable, customer loyalty as the dependent variable, and service recovery as the intervening variable. The results of this study indicate that all hypotheses are accepted, namely the quality of the relationship has a positive and significant influence on customer loyalty.

Furthermore, service recovery mediates the impact of relationship quality on customer loyalty. The suggestions that the author can give to the company is that the company needs to improve in terms of satisfaction and commitment in the relationship quality variable. As for further research, it is recommended to conduct research with studies of other companies in order to find different results and if similar companies can cover a wider range of users because this study only covers users in the city of Bandung.

Keywords: *Customer Loyalty, Relationship Quality, Service Recovery,*