

## ABSTRACT

The demand for Internet usage in Indonesia gets higher, this high demand then open the opportunities for operators to develop broadband internet service that could lead to tough competition. Competition is forcing service providers to maintain customers. In this thesis the author tries to examine the influence of customer satisfaction, service quality, switching costs, customer complaints and trust on customer loyalty at Speedy broadband internet service in the Jakarta area. As well as examining how the influence of service quality to customer satisfaction.

The spread of the questionnaire was done by using the non-probability convenience sampling technique. Samples obtained by the respondents who are at the same time and place with the researcher. The author choose this technique because the sample can be obtained more easily, cheaply, and quickly. Determination of the number of samples according to (Gervitz, 1994, in Arnol, 2010)

Based on the final results of processing data in the study showed that respondents are active customers customer complaint variable is a variable that has the greatest influence over the variables - other variables on customer loyalty, which is equal to 0.638. Even so, the variables - other variables also have a positive influence on customer loyalty. Meanwhile, the respondents who are inactive customer that the customer satisfaction variable is a variable that has the greatest influence over the variables - other variables on customer loyalty, from the above results, it can be concluded that Telkom Speedy should increase satisfaction to its customers, through increased performance indicator - an indicator variable quality of that its customers become more loyal.

Key words : customer loyalty (customer loyalty), customer satisfaction, complaints, Customer relationship, broadband internet.