

INTISARI

Penelitian ini bertujuan menguji pengaruh *Information Quality* dan *Privacy* terhadap *Behavioural Loyalty* internet Indihome di Surabaya. Penelitian ini menggunakan *Purposive sampling* dengan sampel sebanyak 180 responden. Penelitian ini menggunakan pendekatan kuantitatif melalui pengujian secara statistik. Pengujian dilakukan dengan menggunakan SEM (*Structural Equation Modeling*) melalui *software* AMOS 21(*Analysis of Moment Structures*) untuk menguji model pengukuran dan struktural.

Hasil penelitian ini menunjukkan bahwa *Information Quality* dan *Privacy* mempengaruhi *Customer Satisfaction*, *Customer Commitment*, *Customer Value* dan *Customer Satisfaction*, *Customer Commitment*, *Customer Value* mempengaruhi *Behavioural Loyalty*. Sedangkan *Information Quality* dan *Privacy* secara langsung tidak mempengaruhi *Behaviour Loyalty*.

Kata kunci: *Service Quality*, *Behavioural Loyalty*, *Internet service provider(ISP)*, Indihome.

ABSTRACT

This study aimed to examine the effect of the Information Quality and Privacy Behavioural Loyalty internet Indihome in Surabaya. This study using purposive sampling approach with a sample of 180 respondent. This study uses a quantitative approach through statistical testing. Tests conduction using SEM (Structural Equation Modeling) with the help of AMOS 21 (Analysis of Moment Structures) test of the review measurement and structural models.

The result of the study indicate that the Information Quality and Privacy Influence Customer Satisfaction, Customer Commitment, Customer Value and Customer Satisfaction, Customer Commitment, Customer Value Influence Behavioural Loyalty. while the Information Quality and Privacy not directly effect the Behaviour Loyalty.

Keyword: Service Quality, Behavioural Loyalty, Internet service provider(ISP), Indihome.

