ABSTRACT

This research is conducted to find out the influence of service quality and customer satisfaction and customer loyalty of Indosat IM3 in cellular data service in Surabaya. The model in this study used eleven hypotheses.

This research is causal research with quantitative method. This study used purposive sampling approach, which the sample consists of respondents who already used and experience IM3 cellular data services in Surabaya within 2 years. There are 220 respondents in this study. The analysis in this study used a model of SEM (Structural Equation Modeling), and processed using SPSS 20.0 and LISREL 8.80 for Measurement and Structural Model.

The result shows that service quality has influence on customer satisfaction and customer loyalty of Indosat IM3 in Surabaya. Moreover, customer satisfaction has no influence to customer loyalty of Indosat IM3 in Surabaya.

Keywords : Service Quality , Customer Satisfaction , Customer Loyalty.