

ABSTRACT

Perceived service quality and customer satisfaction, are the antesedent of customer loyalty. The objective of customer loyalty is that customer continues to use its services, buy more and will be positive outcome for profit of the company. Currently, cellular service provider focuse only to get new customer instead of existing customer, in fact more difficult to get new customer than maintaining existing customer.

The aim of this final project is to describe the actual condition of service quality, customer satisfaction and customer loyalty in jakarta especially for Mentari card customers. Also the aim of this final project is to examine the influence of these factors to customer loyalty.

The final project has involved 100 respondents from Jakarta. Its found that service quality and customer satisfaction has influenced to customer loyalty. This final project also has found that service quality is the most important factor to customer loyalty.

This model can be studied for different sector for example, for insurance industry and banking, so that how it can been seen that how far these antesedente influence customer loyalty in the other industry outside telecommunication area.