

ABSTRACT

This research analyze influence of customer behaviour factors that consist of services quality and Pricing on the customers loyalty of using cyber café service in Jl. Raya Margonda-Depok either through and also simultant of partial and also know variables of dominant influence to customers loyalty of using cyber café service. Respondent characteristic which is on this research is relied on age, sex, education background, work, residential location, location of warnet, duration using cyber cafe, and how big expense per hour usage of cyber cafe. Method the used is research explanatory, equipments used to be made by instrument is questionnaire, and data collecting method taken is technique of accidental sampling. Result of this research, there are significant influence and simultant or partial among variables of customers behaviour factors that consist of service quality and pricing in Jl. Raya Margonda-Depok. The dominan variable in this research is Price that influence of customers loyalty on the using cyber café service in Jl. Raya Margonda-Depok.