

## ABSTRAK

Populasi Indonesia yang berusia 16 hingga 64 tahun menghabiskan waktu untuk mengakses internet dengan rata-rata 5,7 jam per hari menggunakan telepon seluler. Penelitian ini bertujuan untuk menyelidiki bagaimana pengaruh persepsi harga dan kualitas pelayanan, terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan pengguna internet prabayar telepon seluler Telkomsel di wilayah Bogor. Data dikumpulkan menggunakan metodologi penelitian deskriptif kuantitatif. Teknik analisis data menggunakan Structural Equation Modeling - Partial Least Squares (SEM-PLS). Metode pengambilan sampel yang digunakan adalah purposive sampling, dengan ukuran sampel sebanyak 119 responden. Hasil penelitian mendukung seluruh hipotesis bahwa persepsi harga dan kualitas layanan, serta kepuasan pelanggan memiliki dampak secara positif dan signifikan terhadap loyalitas pelanggan dan juga kepuasan pelanggan memediasi persepsi harga dan kualitas layanan terhadap loyalitas pelanggan Telkomsel. Bagi peneliti di masa depan dapat menambahkan variabel lain untuk memperluas penelitian ini.

Kata Kunci: Persepsi Harga, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan.



## **ABSTRACT**

*The population of Indonesia, aged 16 to 64 years spends an average of 5.7 hours per day accessing the internet using a smartphone. This research aims to investigate the influence of price perception and service quality on customer satisfaction and its impact on customer loyalty among prepaid mobile internet users of Telkomsel in the Bogor area. Data were collected using a quantitative descriptive research methodology. The data analysis technique used was structural equation modeling - partial least squares (SEM-PLS). The sampling method used was purposive sampling, with a sample size of 119 respondents. The study findings support all hypotheses, indicating that price perception, service quality, and customer satisfaction have a positive and significant impact on customer loyalty. Furthermore, customer satisfaction mediates the relationship between price perception, service quality, and customer loyalty towards Telkomsel users. Researchers in the future can expand the study by contain additional variables.*

*Keyword: Price Perception, Service Quality, Customer Satisfaction, Customer Loyalty.*

