

## **ABSTRACT**

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### **THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION, CUSTOMER TRUST, AND CUSTOMER LOYALTY OF TELKOMSEL IN SURABAYA**

(xiii+ 94 pages; 10 figures; 25 tables; 4 appendices)

Technology had become one of the most important factors in people's life and had given so much help in people's life. One of the greatest inventions is Information Technologies. Information Technologies was a revolution that change economic and human social world. Telkomsel as one of the biggest telecommunication companies in Indonesia will always looks to improve their performance and make their customer as their priority. Thus, encourage the researcher to identify the relation between service quality, customer satisfaction, and customer trust and customer loyalty.

One hundred respondents were given questionnaire using a six-point Likert Scale. Five hypotheses were analyzed using the simple and multiple regression models. The result of this study shows that Service Quality had significant effect on Customer Satisfaction and Customer Trust, but not significant on Customer Loyalty. Another result shows that Customer Satisfaction significantly affect Customer Loyalty, while Customer Trust did not significantly effect.

The recommendation was to emphasize about giving the customer the best service to create satisfaction that will lead to loyalty.

Keywords: Service Quality, Customer Satisfaction, Customer Trust, Customer Loyalty.

References: 92 (1966-2014)