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ANALYSIS OF THE EFFECT OF SERVICE QUALITY, CORPORATE IMAGE, PERCIVED PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVANNING

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ABSTRACT

The author has the purpose of this thesis to analyze the impact of service quality, corporate image, price, on customer loyalty and mediation of customer satisfaction in the telecommunications system in Batam. Batam is a city that is rapidly using telecommunication networks and various kinds of providers, therefore the authors conducted research on whether service quality, company image, price, and customer satisfaction can affect customer loyalty to providers in Batam.

This writer conducted research by distributing 350 questionnaires and getting 350 respondents. The questionnaire is filled with people who use providers in Batam city, especially those who rarely change to other providers. All questionnaires that have been collected and tested using the SPSS version 22.0 and Smart PLS 3.0 applications.

The outcomes of these studies indicate that service quality on customer satisfaction and customer loyalty does not have a significant effect, while company image, price and customer satisfaction have a significant effect on customer loyalty. therefore Batam providers in service quality have no effect on customer satisfaction and customer loyalty.

Keywords: *Service Quality, Corporate Image, Percived Price, Customer Satisfaction, Customer Loyalty*