

**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS  
PELANGGAN MELALUI KEPUASAN PELANGGAN PENGGUNA  
LAYANAN INTERNET INDIHOME DI KOTA SINGARAJA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan pengguna layanan internet IndiHome di Kota Singaraja. Rancangan penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Populasi dalam penelitian ini adalah pengguna layanan internet IndiHome di Kota Singaraja yang sudah menggunakan layanan selama lebih dari dua bulan. Objek penelitian yang dilakukan berfokus pada variabel kualitas pelayanan, kepuasan pelanggan, dan loyalitas pelanggan. Penentuan sampel dalam penelitian ini menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Jumlah sampel yang digunakan adalah sebanyak 120 responden. Data dikumpulkan melalui kuesioner dan dianalisis dengan analisis jalur (*path analysis*) dengan bantuan program SPSS versi 27 for windows. Hasil penelitian ini adalah: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pengguna layanan internet IndiHome di Kota Singaraja, (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pengguna layanan internet IndiHome di Kota Singaraja, (3) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pengguna layanan internet IndiHome di Kota Singaraja, (4) kepuasan pelanggan mampu memediasi secara signifikan pengaruh kualitas pelayanan terhadap loyalitas pelanggan pengguna layanan internet IndiHome di Kota Singaraja.

Kata-kata kunci: kepuasan pelanggan, kualitas pelayanan, loyalitas pelanggan

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY  
THROUGH CUSTOMER SATISFACTION OF INDIHOME INTERNET  
SERVICE USERS IN SINGARAJA CITY**

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**ABSTRACT**

*This study aims to examine the effect of service quality on customer loyalty through customer satisfaction of IndiHome internet service users in Singaraja City. The research design used in this study is causal quantitative. The population in this study were IndiHome internet service users in Singaraja City who had used the service for more than two months. The object of research conducted focuses on the variables of service quality, customer satisfaction, and customer loyalty. Determination of the sample in this study using non probability sampling technique with purposive sampling method. The number of samples used was 120 respondents. Data were collected through questionnaires and analyzed by path analysis with the help of the SPSS version 27 for Windows program. The results of this research are: (1) service quality has a positive and significant effect on customer loyalty for IndiHome internet service in Singaraja City, (2) service quality has a positive and significant effect on customer satisfaction of IndiHome internet service in Singaraja City, (3) customer satisfaction has a positive and significant effect on customer loyalty for IndiHome internet service in Singaraja City, (4) customer satisfaction is able to significantly mediate the effect of service quality on customer loyalty for IndiHome internet service in Singaraja City.*

*Keywords: customer loyalty, customer satisfacion, service quality*