**ABSTRACT**

*Dennis Lie / 2615061 / 2019 / The Effect of Service Quality and Brand Image through Customer Satisfaction on Indihome Customer Loyalty in Kelapa Gading. Advisor: Ir. Dergibson Siagian, M.M.*

*The need for information and communication technology in Indonesia is growing rapidly. Many companies offer various forms of services offered to the public in order to attract many customers, one of the companies that follow this development is PT Telekomunikasi Indonesia, Tbk with Telkom flagship product, Indihome. The number of similar market competition makes Telkom must provide the best quality and good images in the eyes of consumers. Although Indihome is well known to all Indonesians and has many customers, Indihome still has problems in terms of service quality and customer perceptions that result affected satisfaction and loyalty on Indihome customer. Therefore, the authors are interested in conducting research on the Effect of Service Quality and Brand Image through Customer Satisfaction on Indihome Customer Loyalty in Kelapa Gading.*

*The theory used to support this research is the definition of Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. Then supported by the theory of the relationship between Service Quality with Customer Satisfaction, Brand Image with Customer Satisfaction, Service Quality with Customer Loyalty, Brand Image with Customer Satisfaction, Customer Satisfaction with Customer Loyalty.*

*The object of this research is Indihome. The method of data collection in this study uses the method of communication and sampling using nonprobability sampling with judgmental sampling techniques. Therefore, online questionnaires were distributed through Google Docs as many as 150 respondents who used Indihome service. The procedure used for model testing and data processing is a structural equation model (Structural Equation Modeling) using WarpPLS 6.0 and SPSS 24.0 to calculate the average score of 150 respondents for each variable.*

*The results showed that Service Quality has a positive and significant effect on Customer Satisfaction. Brand Image has a positive and significant effect on Customer Satisfaction. Service Quality has a positive and significat effect on Customer Loyalty, both direcly and indirectly. Brand Image has a positive and significant effect on Customer Loyalty directly, but indirectly Brand Image has no effect on Customer Loyalty. Customer Satisfaction has a positive and significant effect on Customer Loyalty.*

*The conclusion of this study is that 5 of the 5 hypotheses that exist have been shown to have a positive and significant.*