



**THE INFLUENCE OF PT TELKOM ACCESS
STRATEGY ON SERVICE QUALITY, AND
COMPANY'S REPUTATION TO ENHANCE
THE CUSTOMER LOYALTY**

UNDERGRADUATE THESIS

**Submitted as one the requirements
to obtain Sarjana Management**

By:

**Ahmad Dwi Syaiful Amri
014202000010**

FACULTY OF BUSSINESS STUDY PROGRAM

CIKARANG

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ACKNOWLEDGEMENT

I'd like to express my heartfelt thanks to President University, my parents, my lecturers, my girlfriend and my best friend. I'm very glad to study in President University, I would like to thank President University for giving me the opportunity to achieve and obtain my bachelor degree. Without family, friends and the adviser's help, I can't complete my thesis. These people are:

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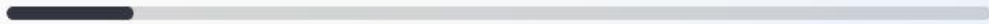
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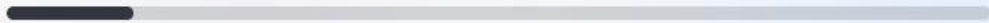
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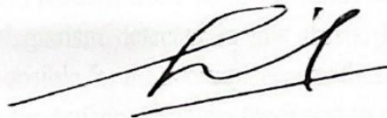
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The influence of PT Telkom Access strategy on Service Quality, and Company's Reputation to enhance the Customer Loyalty

ABSTRACT

This study aims to test and analyze the effect of perceptions of service quality and company reputation. Against Telkom Access customer service and its impact on customer loyalty from Indihome. This research uses quantitative analysis methods, this sample was taken from the Jakarta, Bogor, Depok, Tangerang and Bekasi areas, by filling out Gform, totaling 350 respondents. This research was conducted in the form of filling out questionnaires to Indihome users, as well as friends, relatives and people in the neighborhood. The data collected will be analyzed using SmartPLS v3.0 software. On software, the results showed that the service quality techniques used were Tangible, Reliability, Responsive, Assurance, and Empathy. In addition, this study also affects the company's reputation on Customer Loyalty. From the results of this study indicate that the level of loyalty of indihome customers on reliability, responsiveness, empathy, and company reputation.

Keyword: Service Quality, Company Reputation, Customer Loyalty, Telkom Access