

## **ABSTRACT**

*NIRWAN ALAMSYAH, Effect of Service Quality and Customer Satisfaction on Customer Loyalty in First Media Kelapa Dua Tangerang Regency (supervised by Tantri Yanuar Rahmat Syah).*

*Technological developments have progressed and are now entering the digital era. The development of information and telecommunications technology is currently experiencing progress and complexity in the need to communicate between individuals in various walks of life, from the lower, middle to upper classes. This study aims to determine the effect of Service Quality and Customer Satisfaction on Customer Loyalty First Media Kelapa Dua Tangerang Regency.*

*The population in this study were all respondents who subscribed to First Media Kelapa Dua products in Tangerang Regency whose numbers were unknown. The sample in this study were 135 respondents, using purposive sampling technique. This study uses the method of Structural Equation Modeling (SEM), the results of this study address that service quality influences customer satisfaction, service quality influences customer loyalty and customer satisfaction influences customer loyalty.*

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