

ABSTRACT

PT. Telkom Regional four Witel Purwokerto is a company engaged in the field of telecommunications services and networks that operates Customer Service in each region. One of the divisions in the company PT. Telkom Witel Purwokerto is a Customer Service division. The increasing number of telecommunications companies that appear to be the task of Customer Service to improve the quality of service. Customer Service aims to increase customer loyalty so that customers will remain loyal to PT. Telkom Witel Purwokerto. This study aims to determine and analyze the effect of customer service quality on customer loyalty at PT. Telkom Witel Purwokerto, the data used is primary data obtained from the answers of 30 respondents using a questionnaire. The results of the instrument test concluded that all questions on the customer service quality variable and customer loyalty variables were valid and reliable as a data collection tool. The results of data analysis using simple linear regression found that the quality of customer service has a positive and significant effect on customer loyalty at PT. Telkom Witel Telkom Purwokerto.

Keywords : *Quality of service, Customer Loyalty, PT. Telkom Witel Purwokerto, Simple Linear Regression.*