

## ABSTRAK

Tingginya persaingan di dunia usaha membuat perusahaan semakin gencar membuat inovasi-inovasi baru guna melawan ketatnya persaingan untuk memperoleh konsumen. Tingkat kesuksesan perusahaan dipengaruhi dengan seberapa besar *customer loyalty* yang dirasakan melalui *customer satisfaction*, *switching cost*, dan *trust in brand* dalam persepsi konsumen yang *loyal*. Tujuan penelitian untuk mengetahui *customer satisfaction*, *switching cost*, dan *trust in brand* secara parsial terhadap *customer* yang *loyal*. Objek penelitian ini adalah pengguna data seluler Telkomsel 4G prabayar. populasi penelitian adalah mahasiswa/i universitas muhamadiyah Jember fakultas ekonomi program studi manajemen tahun angkatan 2014 dan sampel penelitian sebanyak 77 responden. Alat analisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan *customer satisfaction*, *switching cost* dan *trust in brand* memiliki pengaruh positif dan negatif baik secara parsial terhadap *customer loyalty*. Pihak manajemen sebaiknya memperhatikan harapan dan penilaian konsumen agar terciptanya *customer* yang *loyal* dalam menggunakan data seluler prabayar.

**Kata kunci:** *Customer satisfaction*, *switching cost*, *trust in brand* dan *customer loyalty*.

## **ABSTRACT**

*The high competition in the business world makes the company more incentive to create new innovations in order to fight the tight competition to get consumers. The success rate of the company is influenced by how much customer loyalty is perceived through customer satisfaction, switching cost, and trust in brand in loyal consumer perceptions. The purpose of research to know customer satisfaction, switching cost, and trust in brand partially to loyal customer. The object of this research is Telkomsel 4G prepaid mobile data users. the study population is a student of juh muhamadiyyah jember faculty of economics management study program year 2014 and research sample counted 77 respondents. The analytical tool uses multiple linear regression analysis. The results show customer satisfaction, switching cost and trust in brand have positive and negative influence either partially to customer loyalty. The management should pay attention to the expectation and assessment of the consumer in order to create a loyal customer in using prepaid cellular data.*

*Keywords: Customer satisfaction, switching cost, trust in brand and customer loyalty*