The Effect Of Service Quality Perception And Company Image On Customer Satisfaction And Their Impact On Customer Loyalty Indihome

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Abstract — This study aims to examine and analyze the effect of perceived service quality and corporate image on satisfaction and its impact on Indihome customer loyalty. Data collection was carried out on Indihome customers in Jakarta, Bogor, Depok, Tangerang and Bekasi, using email and google forms during November 2021 for 125 respondents. The research was carried out in the form of field research, using the Simple Random Sampling technique, namely the sampling was carried out randomly without regard to the existing strata in the population. The data collected was analyzed using Structural Equation Modeling with SmartPLS version 3.0 software. The results showed that the perception of service quality was not significant to customer satisfaction, corporate image had a significant effect on customer satisfaction, perceived service quality had a significant effect on customer loyalty, corporate image had a significant effect on customer loyalty, customer satisfaction had a significant effect on customer loyalty, and customer satisfaction significantly mediated influence of Service Quality Perception and corporate image on Customer Loyalty.

Keywords : Perception Service Quality, Company Image, Customer Satisfaction, Customer Loyalty.

I. INTRODUCTION

In the era of globalization when competition in the business sector is getting tougher, companies must have a defense strategy to retain consumers through product and service quality, namely faster delivery times, better service than competitors and high empathy for consumers (Firdaus, 2018). Furthermore, product or service information has an effect on reputation and consumer satisfaction, which in the end reputation and satisfaction will affect consumer loyalty (Prahastuti & Ferdinand, 2011).

High-performing services are services that are able to satisfy customer needs or are able to exceed customer expectations (Rangkuti, 2017), So service quality has a close relationship with customer satisfaction, which in turn customer satisfaction can create customer loyalty and loyalty to companies that distinguish satisfactory service quality (Firmansyah & Fatihudin, 2019). The important thing to note in competition is how after consumers receive and feel the benefits or value of a product. In this case, the consumer has loyal behavior, a sense of satisfaction and commitment to the product (Faizah et al., 2013), furthermore, if a company already has loyal customers, the company's economic income will be guaranteed with regular cash flow (Faizah et al., 2013; Vionna, 2013).

Telecommunications is a business that provides services to its customers (Kurniawati, 2012). As with other businesses engaged in the service industry, telecommunications companies are required to show better performance, reputation and service, so telecommunications as a business entity engaged in the service industry must be oriented to customer satisfaction (Harun, 2006). Satisfied customers are one of the bases for the survival and development of the company's business itself. In addition, to become a market leader, telecommunication companies must be able to win the hearts of consumers to gain a large market share to win the competition (Fatihudin & Firmansyah, 2019).

Today technology is growing rapidly, it is marked by the emergence of various kinds of new technologies that are sophisticated and able to meet the public's need for information. We can easily find this technology in everyday life, such as smartphones, tablets, laptops, and cable television (Harahap & Lutfi, 2020). Tight competition between internet operators has made operators compete to provide attractive offers to customers

and potential customers, with the aim of attracting as many customers as possible (Sahrina Hasibuan & Salim, 2015).

To support these technological devices in order to function properly, an internet network is needed. One of the cable television service providers equipped with internet services in Indonesia is PT. Telekomunikasi Indonesia or commonly referred to as PT. Telkom. Cable television and internet services provided by PT. Telkom named IndiHome cable (Harahap & Lutfi, 2020).

Tighter competition and growing customer expectations encourage companies to focus more on efforts to retain existing customers. Maintaining the existing market through the development of customer loyalty is the company's strategy goal to maintain business and profit (Apriliani, 2019)(Suleman et al., 2020c). Customer loyalty is a measure of the relationship of consumers to a brand. This measure is able to provide an idea of whether or not customers may switch to other products (Hasugian, 2015). Many factors influence customer loyalty, for example consumer satisfaction which is usually also influenced by product quality and service quality (Prahastuti & Ferdinand, 2011).

Currently, there are still many customers who complain about the quality of IndiHome services. In addition, intense competition with the emergence of several other providers offering similar service quality and attractive promos will change customer attention. Therefore, companies must immediately improve themselves to be able to compete by evaluating and improving the quality of their services (Ulkhaq & Barus, 2017). Pambudi & Martini (2017) (Suleman et al., 2020b) found problems that occurred in IndiHome services, namely the failure to provide satisfactory service to consumers or better known as service failure. Service failure occurs when the services received and perceived by customers are not in accordance with their expectations. The lack of ability in handling complaints or complaints due to service failures reported by IndiHome Triple Play service users can certainly affect the level of customer satisfaction of Indihome Triple Play service users. Customers who are dissatisfied because of a service failure can again feel satisfied with the service recovery system provided by the company.

II. LITERATURE REVIEW

A. Customer Loyalty

Customer loyalty is traditionally defined by Jacoby & Chestnut in Anam (2019) as repeated purchase behavior based on experience of fulfilling their expectations. Loyalty and contentment are very different things. Loyalty is a specific activity of customers who continue to buy products on an ongoing basis. In reality, in the market, many customers are satisfied with the products offered, but may switch to other products under certain conditions (Fatihudin & Firmansyah, 2019). Therefore, customer satisfaction is not the ultimate goal and is not a guarantee for the company to continue to grow and survive in this increasingly competitive world. While customer loyalty can guarantee the company in developing its business and achieving sustainable profits (Danurdara, 2016).

Indicators to measure loyalty, namely the level of importance of the product itself, the tendency to repurchase, the costs incurred to make rewards to customers, which in turn can increase the level of customer loyalty to a product (Harun, 2006). In addition, other indicators of loyalty, are the level of continuous repurchase, overall quality perception and not intending to switch to another product (Harun, 2006). According to Fornell in Yuliawan & Ginting (2016),(Suleman et al., 2021) customer loyalty is a function of customer satisfaction, diversion barriers and customer complaints. Satisfied customers will be able to make repeat purchases in the future and tell others about the service they feel.

Loyalty is defined as a product or service which includes the possibility of further purchases, or changes to the service agreement, or vice versa how likely the customer will switch to another brand, or another service provider (Mardikawati & Farida, 2013). Customers can become loyal due to major switching barriers related to technical, economic, or psychological factors, which are perceived as expensive or difficult to switch to another service provider (Saragih et al., 2017)(Suleman et al., 2020d).

Research by Parasuraman et al in Simamora (2007) found a positive and significant relationship between perceptions of service quality and the desire to recommend to others and research both at a university found a strong relationship between service quality and behavior that has strategic importance for the institution. Another important element of loyalty is the support for a product or service that is manifested in communicating a person's positive experience. One of the strongest forms of persuasion is someone's speech. Providing recommendations for a product or service from customers to others is a reflection of the high level of customer loyalty.

B. Customer Satisfaction

Customer satisfaction in a service company is very important, especially since customers are company assets whose existence is very calculated (Spillane, 2021). Customers in this case are people or companies that are the main target of marketing and satisfaction is an evaluation of performance, or results that exceed customer

expectations (Fatona, 2010). In the concept of customer satisfaction, it is stated that the level of customer satisfaction starts from the company's goals that refer to the needs and desires of customers, so that the products/services produced by the company have product value for their customers (Purbarani & Santoso, 2013), and customer expectations with products/services. which has been received gives a positive impression/value. Thus the expectations of the product/service have been met properly (Huda et al., 2017). Efforts made by the company in order to improve performance and improve the quality of its products/services, so as to create satisfaction for customers vary, depending on the needs of the customer and on the condition of the company. The strategies used are also very diverse from one company to another. These differences and characteristics make customers loyal to the products/services used.

According to Kotler (2016)(Suleman et al., 2020a), service products are everything that producers can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market. Products offered include goods, physical, services, people or persons, places, organizations and ideas. So the product can be in the form of direct/tangible or indirect/intangible benefits that can satisfy customers. In the process of creating maximum customer satisfaction, it cannot be separated from a good understanding of the factors that underlie variations in customer behavior in the decision-making process to use service products (Setiadi & SE, 2019), while these factors are environmental influences, individual characteristics and psychological process.

Based on the description above, it can be concluded that customer satisfaction is the result felt by buyers who experience the performance of a company in accordance with their expectations. Customers are satisfied when their expectations are met, and are very happy when their expectations are exceeded. Satisfied customers tend to stay loyal longer, buy more.

C. Service Quality Perception

The Quality is a consistently and efficient way to give customers what they want and expect (Rangkuti, 2013). The dimensions of service quality (Likumahwa, 2020) are as follows:

1. Tangibles.

   The physical appearance of services (physical facilities and equipment), employees and communication will provide color in customer service. The level of completeness of the equipment/technology used will be able to affect the customer's view of the company's readiness to provide services.

2. Reliability

   The ability to fulfill promises (on time, consistency, and speed of service) is an important thing in service.

3. Responsiveness

   Care to help customers and provide good service is part of the service. The level of concern will be seen from the company to help customers.

4. Assurance

   Knowledge and attitudes (responsiveness, friendliness, courtesy and friendliness) of employees and the ability to instill trust and confidentiality are required in service.

5. Empathy

   The company's level of care and attention to its individual customers is highly coveted by customers, namely empathy for customer complaints.

Quality is basically a customer drive, because it is the customer who determines the final decision on service quality. Quality measurement in terms of marketing must use the consumer's point of view on quality (Ahmad, 2020). According to Zeithaml in Mularsih & Aritonang (2018) perceived quality can be defined as a person's opinion about all the advantages of a product or service. Perceptions of quality are 1). Different from the real quality, 2). Has a higher level of abstraction than the specific attributes of a product or service. 3). A global judgment, which in some cases resembles an attitude. 4). The judgment that comes from the consumer's self contains what is in his memory.

D. Company Image

According to P. Kotler & Keller (2012) the credibility of the company is related to the degree to which consumers believe that the company can design and deliver products and services that satisfy the needs and desires of consumers. According to Newell & Goldsmith in Anam (2019), company credibility is the degree to which consumers feel that the company has the knowledge or ability to meet its demands and whether the company can be trusted to tell the truth or not. According to P. Kotler & Keller (2012) the credibility of the company depends on 3 (three) factors, namely:

1. Corporate expertise (company expertise): How much the company is seen as capable of competitively making and selling its products and providing services.

2. Corporate trustworthiness: How much the company is seen as motivated to be honest, trustworthy/reliable and sensitive to consumer needs

3. Corporate attractiveness: This shows the company looks likeable, attractive, prestigious and dynamic

A trustworthy company looks good at what it does. The company keeps the best interests of customers in mind and is a pleasure to work with. Trust is also a major determinant of a company's credibility and relationships with other companies (Maharidho et al., 2018). According to Tjiptono (2016) company reputation is part of the concept of corporate image, where corporate image is part of the concept of total service quality. Company reputation is one of the most important factors of company characteristics that can form customer trust in products (Tjahyadi, 2006)

Building a strong image requires creativity and hard work (Ramlawati & Lusyana, 2020). Image cannot be built instantly through one medium, but must be built through all existing media on an ongoing basis, both print and electronic media (Rahayu, 2013). Building an image means forming a brand image of a product. Brand image can be formed through advertising. The manager's function is to notify the presence of a product, as well as show the company's image to customers. Without advertising, customers who are far from the center of production will not get the information about the products they need. So, advertising can form a reputation in the eyes of the public (Tampi, 2016).
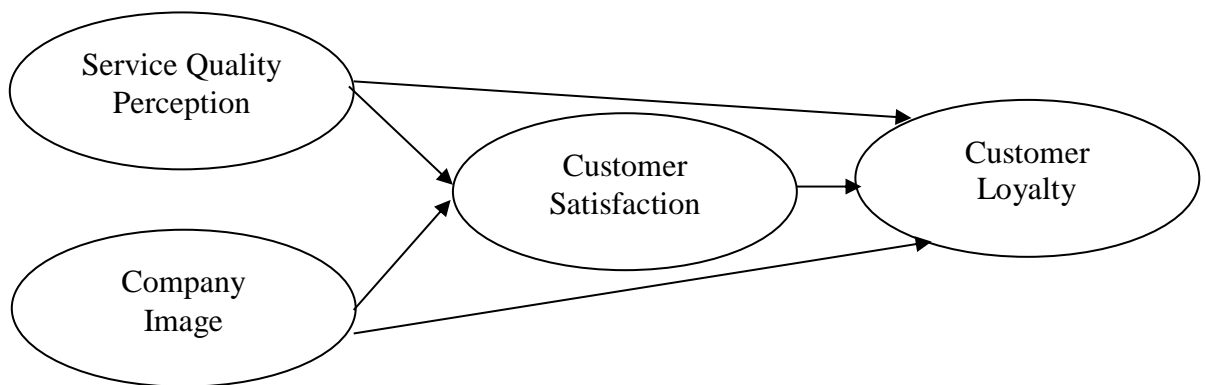
E. Research Framework

Figure 1. Research Framework

F. Hypothesis

To test the research hypothesis, data analysis was carried out, using Structural Equation Modeling (SEM), with the consideration that it has the ability to combine measurement models and structural models simultaneously and efficiently when compared to other multivariant techniques (Hair & Anderson, 2014). Measurement model is used to test the dimensions of a construct which is a latent variable. Structural Equation shows causality between various constructs in the model. The software used to process the data is SmartPls 3.0. Hypotheses in the study as follows:

1. There is a significant effect of service quality perception on customer satisfaction
2. There is a significant effect of company image on customer satisfaction
3. There is a significant effect of customer satisfaction on customer loyalty
4. There is a significant effect of service quality perception on customer loyalty
5. There is a significant effect of company image on customer loyalty
6. There is a significant effect of service quality perception on company loyalty through customer satisfaction as an intervening variable
7. There is a significant effect of corporate image on company loyalty through customer satisfaction as an intervening variable.

III. METHOD

Data collection was carried out on Indihome Sejabotabek customers, during November 2021. The research was carried out in the form of field research, using the Simple Random Sampling sampling technique, namely random sampling without regard to the existing strata in the population (Sugiyono, 2016). In the Simple Random Sampling technique, all IndiHome customers throughout Jabotabek have the same opportunity to be sampled, based on the Simple Random Sampling Method, the analysis used is SEM (Structural Equation

Modeling) with SmartPLS version 3.0 software. test the research hypothesis. This study used 125 respondents. this is because the hypothesis testing uses the Simultaneous Equation Model (SEM), the number of questionnaires that can be processed is at least 100 or between 100-200, because if it is larger or very large it will produce a significant difference so that the goodness-of-fit becomes bad, so and vice versa if the data is less than 100.

Table 2. Variable Operations

Variable	Dimensions	Indicator	No
Service Quality Perception (X_1)	a. Form	1. IndiHome builds a sophisticated fiber optic network 2. IndiHome provides a new installation service for free 3. Websites that provide complete and easy-to-access information	1,2,3
	b. Reliability	4. IndiHome is reliable in keeping promises 5. IndiHome is reliable in providing services to customers 6. IndiHome is reliable in punctuality 7. IndiHome is reliable in giving priority to customer satisfaction	4,5,6,7
	c. Responsiveness	8. IndiHome is willing to help customers who have difficulty using IndiHome products 9. IndiHome quickly understands customer complaints 10. IndiHome is responsive in fast service and according to customer expectations	8,9,10
	d. Guarantee	11. IndiHome provides a convincing guarantee 12. IndiHome provides a reliable guarantee 13. IndiHome provides guarantees that prioritize service quality 14. IndiHome often sponsors community events 15. IndiHome provides CSR to the community	11, 12, 13, 14, 15
	e. Empathy	16. IndiHome provides wholehearted service to customers 17. IndiHome pays attention to customer problems 18. IndiHome understands customer desires	16, 17, 18
Company Image	a. *Corporate expertise*	19. IndiHome is innovative in selling its products 20. IndiHome understands market needs 21. IndiHome provides products/services according to the needs of the community	19, 20, 21
	b. *Corporate trustworthiness*	22. 2IndiHome is a company that customers can trust/reliable in communicating 23. IndiHome keeps realistic promises to	22, 23, 24

			its customers	
			24. IndiHome is highly committed to meeting the needs of its customers	
	c. *Corporate attractiveness*		25. The IndiHome logo is easy to spot. The IndiHome logo is easy to distinguish	25, 26, 27, 28
			26. IndiHome motto is easy to remember	
			27. Ads that are easy to remember and recognize	
Customer satisfaction (X_3)	a. Commitment		28. IndiHome shows the accuracy of promises (commitment) which is measured by the degree to which each promise can be fulfilled for customers	29, 30, 31
	a. Proximity to customer place		29. IndiHome shows the proximity of the customer's place as measured by the degree to which the company can provide services that are easily accessible to customers	
	b. Ability to help customers		30. IndiHome demonstrates the ability to help customers as measured by the degree of ability to assist all customer desires	
Customer loyalty (Y)	a. Purchase further products		31. Customers indicate further product purchases as measured by the degree of customer desire to continue buying the product/subscribe	32, 33, 34, 35
	b. Continue to be a customer		32. Demonstrates continuing to be a customer as measured by the degree of customer desire to continue to use the product	
	c. Recommendation to others		33. Show recommendations to others as measured by the degree of customer desire to provide recommendations to others	
			34. Telling positive things to others to use IndiHome products	

IV. RESULT AND DISCUSSION

A. Data Description

1. Gender of Respondent

Table 2. Respondent's Gender

Gender	Amount Respondent	Prosentase (%)
Man	82	66%
Woman	43	34%
Amount	125	100%

Source: processed data (2022)

Based on the tabulation of data in Table 2, the majority of respondents in this study were man by 66 percent.

2. Age of Respondent

Table 3. Age of Respondents

Age	Amount Respondent	Prosentase (%)

225

26 Yrs - 30 Yrs	24	19%
31 Yrs - 35 Yrs	41	33%
36 Yrs - 40 Yrs	45	36%
> 40 Yrs	15	12%
Amount	125	100%

Source: processed data (2022)

Based on the tabulation of data in Table 3, the majority of respondents in this study were aged 36-40 years, namely 36 percent.

B. Model Validity Test

An indicator is declared valid if it has a loading factor above 0.60 Ghozali (on Suherman & Yusuf, 2021). Based on the results of data processing, the following are the results of the validity test in this study.
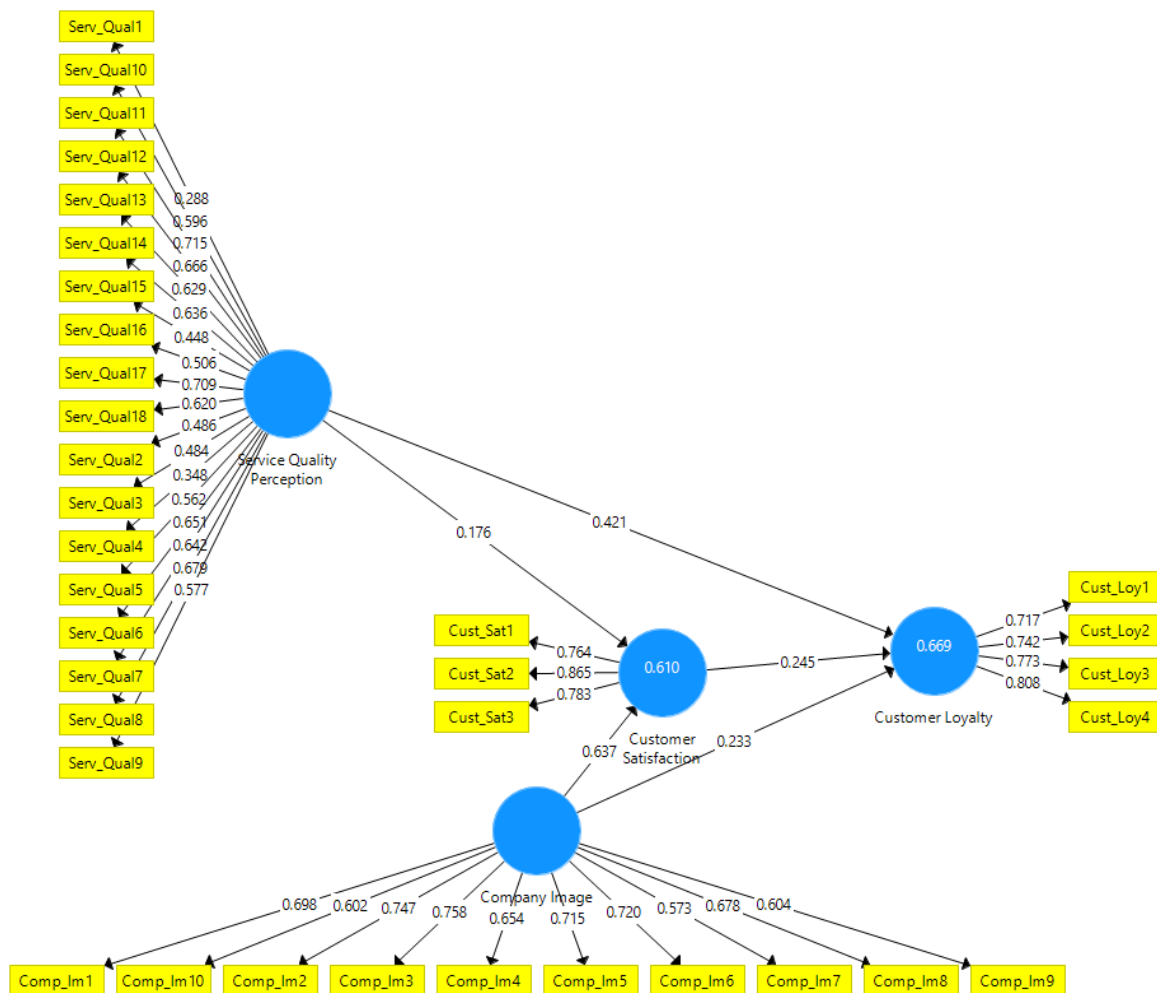

Figure 2. Validity Test 1

Based on the test results in Figure 3, not all statements are declared valid because there are indicators that have a loading factor below 0.70, namely WS2 with a value of 0.602, so that the indicator is excluded from the model.
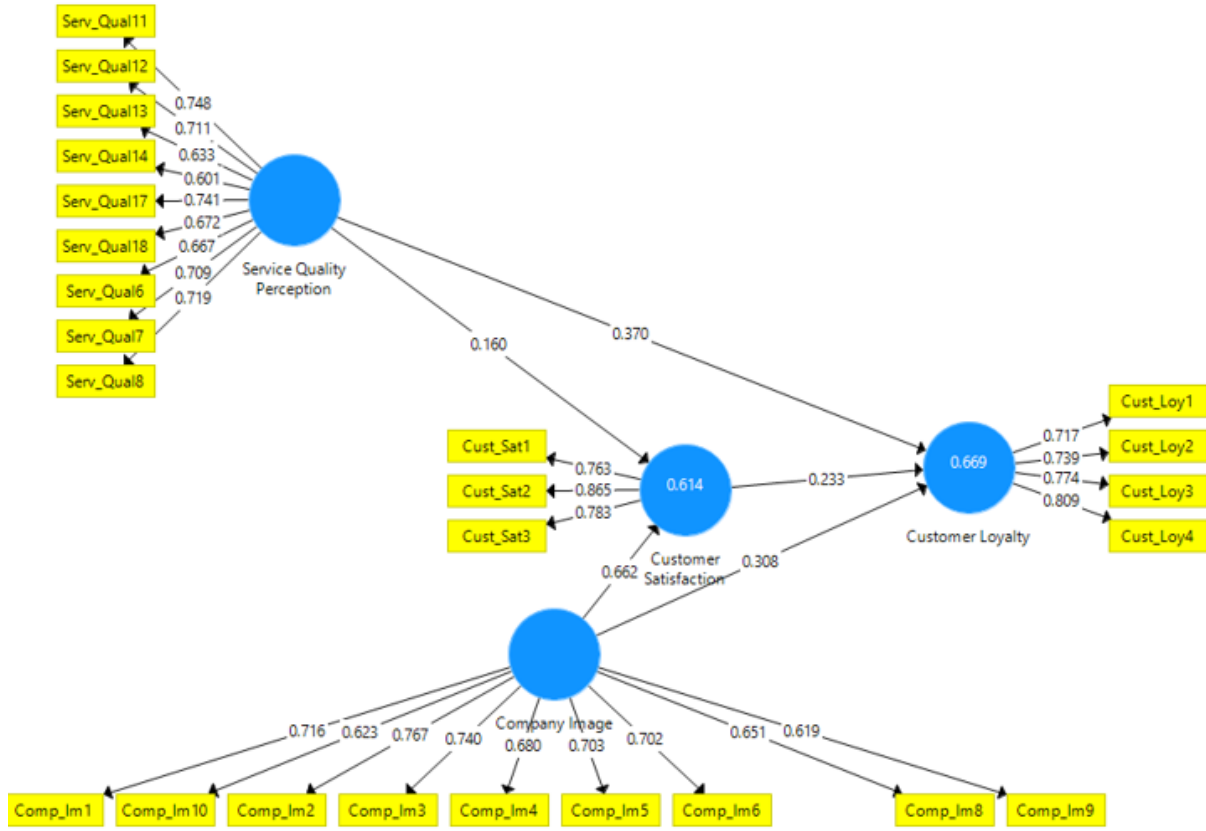
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Figure 3. Validity Test After Selection

Based on Figure 3, all statements are declared valid because they already have a loading factor above 0.60

C. Evaluation of the Measurement Model (Outer Model)

Discriminant validity and composite validity methods are used to measure validity. Discriminant validity in the reflexive model with cross loading method, which is seen from the block size is better than other block sizes.

Table 4. Discriminant validity

Outer Loadings

	Company Image	Customer Loyalty	Customer Satisfaction	Service Quality Perception
Comp_Im1	0,716			
Comp_Im10	0,623			
Comp_Im2	0,767			
Comp_Im3	0,740			
Comp_Im4	0,680			
Comp_Im5	0,703			
Comp_Im6	0,702			
Comp_Im8	0,651			
Comp_Im9	0,619			
Cust_Loy1		0,717		
Cust_Loy2		0,739		
Cust_Loy3		0,774		
Cust_Loy4		0,809		
Cust_Sat1			0,763	

	Company Image	Customer Loyalty	Customer Satisfaction	Service Quality Perception
Cust_Sat2			0,865	
Cust_Sat3			0,783	
Serv_Qual11				0,748
Serv_Qual12				0,711
Serv_Qual13				0,633
Serv_Qual14				0,601
Serv_Qual17				0,741
Serv_Qual18				0,672
Serv_Qual6				0,667
Serv_Qual7				0,709
Serv_Qual8				0,719

Source: processed data (2022)

Based on table 4, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so the Evaluation of the Measurement Model (outer model) with Discriminant validity is valid. Composite validity can be measured from the Average Variance Extract (AVE) value that must be above 0.5 and Composite Reliability must be above 0.7 (Ghozali, 2014).

Table 5. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Company Image	0,862	0,863	0,891	0,677
Customer Loyalty	0,757	0,763	0,846	0,579
Customer Satisfaction	0,727	0,736	0,846	0,648
Service Quality Perception	0,862	0,866	0,891	0,677

Source: processed data (2022)

Based on table 5, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Ghozali, 2014).

D. Evaluation of the Structural Model (Inner Model)

The structural model was evaluated using the R-Square (coefficient of determination) for the independent variables and the t-test as well as the significance of the coefficients of the structural path parameters.

Table 6. Evaluation of the Structural Model (Inner Model)

R Square

	R Square	R Square Adjusted
Customer Loyalty	0,669	0,661
Customer Satisfaction	0,614	0,608

Source: processed data (2022)

f Square

	Company Image	Customer Loyalty	Customer Satisfaction	Service Quality Perception
Company Image		0,090	0,560	
Customer Loyalty				

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Customer Satisfaction		0,063	
Service Quality Perception		**0,198**	0,033

Source: processed data (2022)

Based on table 6, it is stated that 66.9% of customer satisfaction can be explained in this model, the rest is explained by other factors. Customer loyalty can be explained by the research model by 61.4%, the rest is explained by other factors. Then, based on the value of f square, Company Image explains 56% of customer satisfaction, perceived service quality explains 19.8% of customer loyalty.

E. Hypothesis testing

In this study, an equation was made based on the model structure image, and the following are the results of data processing using the PLS Bootstraping method.
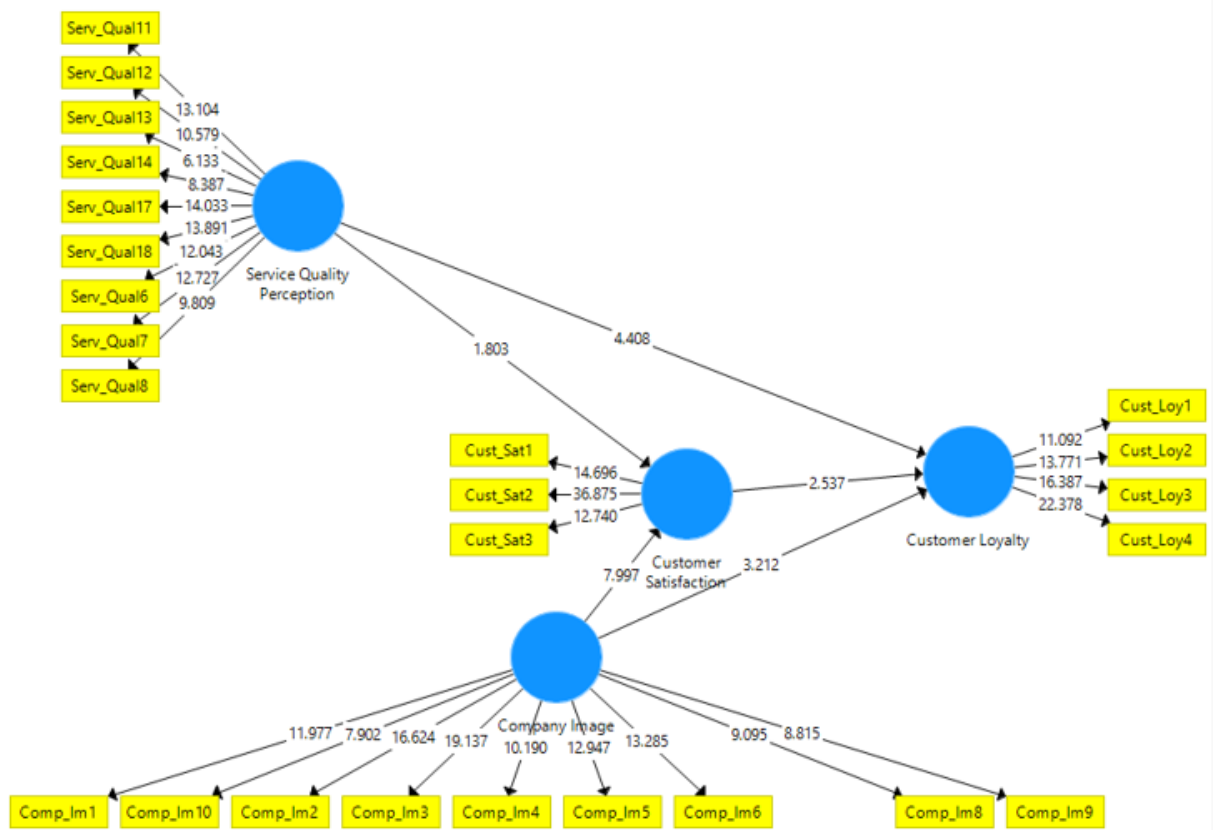

Figure 4. PLS Bootstrapping

Next, to clarify the coefficients of the structural equation, consider the following table:

Table 7. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Company Image -> Customer Loyalty	0,308	0,306	0,094	3,257	**0,001**

Company Image -> Customer Satisfaction	0,662	0,663	0,085	7,746	**0,000**
Customer Satisfaction -> Customer Loyalty	0,233	0,225	0,088	2,644	**0,008**
Service Quality Perception -> Customer Loyalty	0,370	0,382	0,083	4,437	**0,000**
Service Quality Perception -> Customer Satisfaction	0,160	0,162	0,088	1,819	**0,070**

Source: processed data (2022)

Based on Table 7, the regression equation formed is as follows:

Equation 1:
Customer Satisfaction = 0,160_ Service Quality Perception + 0,662_Company Image + error

Equation 2:
Turnover Loyalty = 0,233_ Customer Satisfaction + 0,370_ Service Quality Perception + 0,308_Company Image + error

Based on the results of statistical testing, the explanation of each influence variable is explained as follows:
1. Service Quality Perception has a positive and no significant effect on Customer Satisfaction because the p-value of 0.070 is greater than 0.05 (0.070 > 0.05)
2. Company Image has a positive and significant effect on Customer Satisfaction because the p-value of 0.000 is smaller than 0.05 (0.000 < 0.05)
3. Service Quality Perception has a positive and significant effect on Customer Loyalty because the p-value of 0.000 is smaller than 0.05 (0.000 < 0.05)
4. Company Image has a positive and significant effect on Customer Loyalty because the p-value of 0.001 is smaller than 0.05 (0.001 < 0.05)
5. Customer Satisfaction has a positive and significant effect on Customer Loyalty because the p-value of 0.008 is smaller than 0.05 (0.008 < 0.05)

Furthermore, to test the hypothesis of the effect of the intervention based on the data in Table 5:
Sa1 = 0.370 Standard Error = 0.083
Sa2 = 0.308 Standard Error = 0.094
Sb = 0.233 Standard Error = 0.088

The results of the intervening effect test using the Sobel test, the results of which can be seen in the following table:

Table 8. Sobel Test Results

Variabel	Test Statistics	P-Value
Service Quality Perception => Customer Satisfaction => Customer Loyalty	2.276	0.022
Company Image => Customer Satisfaction => Customer Loyalty	2.059	0.039

Source: processed data (2022)

Based on calculations using the Sobel test, customer satisfaction significantly mediates service quality perception variable, because the p-value 0.022 is smaller than 0.05 (0.022 < 0.05) and the Company Image variable which has a p-value of 0.039 is smaller than 0, 05 (0.039 < 0.05).

V. DISCUSSION

1. Perceptions of Service Quality are not significant to Customer Satisfaction, the results of this study are in accordance with the research of Qomariah (2012) which also concluded that Service Quality is not significant to Customer Satisfaction, thus it can be concluded that customer expectations of Indihome service quality are not in accordance with what is perceived.
2. Company image has a significant effect on customer satisfaction, the results of this study are in accordance with the research of Safitri et al (2016) based on the observations of several factors that make company image have a significant impact on satisfaction, namely IndiHome's attention to customer problems, understanding customer desires, providing wholehearted service to customer satisfaction. customers,

understand market needs, provide products/services according to community needs, be innovative in selling their products, and keep realistic promises to customers.

3. Perceptions of Service Quality have a significant effect on Customer Loyalty, the results of this study are in accordance with the research of Dennisa & Santoso (2016), based on observations of several factors that make Service Quality Perceptions have a significant impact on Customer Loyalty, namely IndiHome provides convincing guarantees, attention to customer problems, is willing to helping customers who have difficulty using IndiHome products, providing reliable and trustworthy guarantees in giving priority to customer satisfaction.

4. Corporate Image has a significant effect on Customer Loyalty, the results of this study are in accordance with Hidayat & Firdaus (2016) research, Customer Loyalty in this study is approached with the dimensions of telling positive things and recommending others to use IndiHome, and continue to buy and persist in using the product, As for the factors that make consumers have loyalty to IndiHome in terms of company image, namely attention to customer problems, understanding customer wants and market needs, and providing wholehearted service to customers.

5. Customer Satisfaction has a significant effect on Customer Loyalty, the results of this study are in accordance with Laurent (2016) research, based on observations, satisfaction has a significant impact because IndiHome is close to customers by providing services that are easily accessible to customers and fulfill or keep every promise to customers.

6. Customer satisfaction significantly mediates the effect of Service Quality Perception on Customer Loyalty, and Customer satisfaction significantly mediates the effect of corporate image on customer loyalty

VI.SUGGESTION

Based on the results and conclusions of the study, the suggestions that researchers can give are as follows:

1. Indihome management is expected to improve service quality continuously in order to have a significant impact on customer satisfaction, because based on the findings of this study, IndiHome's service quality is still not up to customer expectations.

2. Indihome's management is expected to maintain a fairly good corporate image, while maintaining attention to customer problems, understanding customer wants and market needs, and providing wholehearted service to customers.

3. Further research should add independent variables that are predictors of customer satisfaction and loyalty.

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