

ABSTRACT

Multiple linear regression was conducted to ensure that the data obtained are really good, so it does not cause wrong interpretations and conclusions related to the research. In this study will only discuss the relationship between service quality, customer value, customer satisfaction and customer loyalty. Sehinggan can be concluded that the quality of service, product quality and customer value have an influence on customer satisfaction and customer loyalty. Quality of care can be said to be good if it can meet or exceed customer expectations. If the service process that PLN did not match the expectations of customers, it means the company did not provide good service quality and result in customer dissatisfaction, if PLN provide good quality service (as a hope customers) then customer satisfaction will be achieved. With multiple linear regression using SPSS version 13 aka inter-relationships between variables determine the quality of service with variable customer loyalty, customer satisfaction variables with customer loyalty variable, variable value customers with customer loyalty variables.

Kata Kunci : *Service Quality, Customer Satisfaction, Customer Value And Customer Loyalty*