

ABSTRACT

PT. Telekomunikasi Seluler, better known as Telkomsel, is one of the largest telecommunications companies in Indonesia. Telkomsel offers various product, one of which is a prepaid card. Telkomsel prepaid cards have received awards, including being ranked first in the Top Brand Award in the Prepaid Simcard category. However, in recent years, Telkomsel has experienced a decline in market share in 2022 and 2023. This decline is a drastic decline compared to previous years, and this decline indicates that there are problems in purchasing Telkomsel prepaid products, which are influenced by customer satisfaction, trust, and commitment.

This study aims to analyse the effect of customer satisfaction and trust on customer lifetime value with customer commitment as an intervening variable for Telkomsel prepaid card users in Semarang City. This research was conducted on Telkomsel prepaid card users in Semarang City and is at least 17 years old. This study uses a quantitative method approach with survey techniques through distributing questionnaires to 200 respondents who use Telkomsel prepaid cards. The independent variables in this study are customer satisfaction and trust, while the dependent variable is customer lifetime value, and the intervening variable is customer commitment. Data processing was carried out using Structural Equation Modeling (SEM) assisted by AMOS software.

The results show that customer satisfaction and customer trust have a positive and significant effect on CLV with customer commitment as a mediating variable. In addition, customer commitment also has a positive and significant effect on customer lifetime value. The managerial implication that can be applied is to use this research as a consideration for Telkomsel in increasing customer satisfaction and trust so that Telkomsel users feel satisfied so as to increase customer commitment which ultimately increases CLV.

Keywords : *Customer Satisfaction, Trust, Customer Commitment, Customer lifetime value, Telkomsel, Prepaid Card*