ABSTRACT

Come at the global marketing reguires companies to be more creative and be more observant in serving customers to achieve high sustainable business (sustainability), so it takes efforts beyond than just improve the quality and production of goods / services. Services and provision of value-added are the key words of modern marketing, and implementation of relationship marketing and corporate social responsibilty will be influential in increasing customer loyalty. This study used a sample of 100 respondents Indosat customer. Analysis of the data used : test the quality of data, test of classical assumption, multiple liniear regression analysis, and test of hypothesis with t test and coefficient of determination. Results with test of multiple liniear regression showed relationship marketing variables into the biggest variables that affect customers loyalty, with the value of 0.677 and Corporate Social Responsibility variable has a value of 0.280. From the test results obtained by the adjusted coefficient of determination R2 of 72.3%. This suggest that 72,3% variation of customer loyalties explained by the model, while the rest 27,7% explained by variables outside the model.