

## ABSTRACT

The Influence of *Service quality* on Customer Loyalty Through Customer Satisfaction of the Viu Streaming Application

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*This research aims to examine the influence of aims to examine the effect of service quality on customer loyalty through customer satisfaction, using the Viu streaming application as a case study. The research employs a quantitative method, with data collected through a questionnaire distributed to 147 respondents who are users of the Viu streaming application. The results of this study are expected to provide insights into the role of service quality in shaping customer satisfaction and loyalty in the Viu streaming application.*

**Keywords:** *Service quality, Customer Loyalty, Customer Satisfaction, Streaming Application, Viu.*