*ABSTRACT*

*The study entitled "the Customer Service Function in increasing Consumer Loyalty PT. International Astra Daihatsu Narogong Branch Office ". The purpose of holding of the research is to find out how the Customer Service Function in terms of expertise, as well as Benefiting the appeal in order to increase consumer loyalty.*

*The research was based on a source's credibility to the theory that somebody looked at possible more easily persuaded if sources in this case are more communicators themselves, quite credible. Each individual will have more confidence and tend to accept with good messages delivered by someone who has credibility in their field.*

*The research method used is descriptive method, where this method is a study that describes characteristics (traits) of the individual, situation or a particular group, and is a form of a descriptive analysis of the approach of the study because the researchers did not look for or explain the relationship, do not test the hypothesis or make predictions. The sampling technique used is to accidental sampling technique that is part of the non probability sampling (non-probability samples). The collection of data obtained from the study of librarianship, a non participant observation, interviews with the Customer Service Officer of PT. Astra Daihatsu International Branch Office deployment, and the now Narogong to consumers.*

*Based on the results of the research can be concluded that the function of the Customer Service done PT. International Astra Daihatsu Narogong Branch Office has an important role in attracting consumer interest and arguably already complies with what was expected by the company. As for things to be aware of IE in terms of delivery of information by officer Customer Service should be detailed and clear.*

*Things that researchers would like to recommend as the input material to obtain the desired results we recommend our Customer Service in conveying information about products or services to a consumer must be detailed and use tempo talk that is not too fast, and would be better if the attendant Customer Service always give an explanation about the advantages and disadvantages that are owned by the products or services offered thereby giving opportunity for consumers to decide whether the product or service being offered in accordance with their needs and desires .*