

Abstract

The people of needs in Indonesian, many have a variety of needs, one of which is need a communication technology. One of the companies belonging to the BUMN, namely PT. Telkom Indonesia Tbk., as the largest telecommunication services in Indonesian deployed it's resources to improve the needs of communication technology in the field of *Fixed Broadband* to all areas in Indonesian. Through a product called *IndiHome*. *IndiHome* is product service *Fixed Broadband* internet access using a technology that supports *Fixed Broadband*. Use of the service through the marketing of *IndiHome* Plasa Telkom at Bandung, the entire city can affect the satisfaction of customer who use and visit Plasa Telkom. In this study, the service given to customers as part of a research material. Based on the data view statistics on *Fixed Broadband* company, researchers interested in knowing the influence of quality of services at Plasa Telkom against *IndiHome* customer satisfaction in the area of Bandung city. A component of the service quality that is examined in this study is *Reliability, Responsiveness, Assurance, Empathy, and Tangibles*.

This study uses a descriptive study is causal. The sampling technique used is *incidental sampling* of 100 respondents through questionnaires. The data analysis technique used is simple regression and descriptive analysis. The result of this research describes the percentage of the response to the service quality at Plasa Telkom of 75,65%, while customer satisfaction 70,40%. From these two variables produce the influence of 42,7%. So it can be said that the influence of the quality of service at Plasa Telkom Bandung has enough influence towards of customer satisfaction.

Key Word : IndiHome, Service Quality, Reliability, Responsiveness, Assurance, Empathy, Tangibles, Customer Satisfaction