

ABSTRACT

Seeing the phenomenon that occurs where public demand for services "based on FTTH and Triple Play technology is increasing but is not accompanied by an increase in the quality of products and services provided and the determination of "Indihome prices that are not competitive, it is possible that Indihome" will be unable to compete with companies competitors as well as with newcomer companies that have emerged and are ready to compete in line with the increasing market demand, researchers are interested in conducting research with the title "Analysis of Service Quality on Indihome Customer Satisfaction (Case Study of PT. Telkom Indonesia Witel Bandung in 2022).

In this study, the researchers used quantitative research methods, using data collection techniques using questionnaires and literature studies. Data collection is done by giving to 96.04% of respondents, namely customers who use Indihome services. The data analysis technique used is validity test, reliability test, descriptive data analysis, classical assumption test and hypothesis testing with the help of IBM SPSS 28 Software.

The results of this study are (1) the need for improvement of tangible indicators and increasing indicators of responsiveness; (2) at the level of reality/performance, the reliability indicator needs to be improved, while the highest indicator, namely responsiveness, needs to be improved again; (3) it can be concluded that H0 is rejected and H1 is accepted. And based on the results of the coefficient of determination, it is known that the effect of service quality on customer satisfaction is 54.6% and the remaining 45.4% is influenced by other variables not examined in this study.

Keywords: Service Quality, Customer Satisfaction, Indihome