

## **ABSTRACT**

*The era of globalisation is closely related to the increasing dependence between nations around the world. In fact, Indonesia is also one of the countries affected by globalisation. One of the impacts is the need for the internet, starting from a means of connectivity and communication, accessing information, knowledge and also a means of entertainment. According to the We Are Social report, as of January 2022 there were 204.7 million internet users in Indonesia. This figure has increased by 1.03% from 2021 with 202.6 million internet users. The number of active internet users creates a market for telecommunications and internet service providers. One of the telecommunications and internet service provider companies managed by State-Owned Enterprises (BUMN) is PT Telkom Indonesia Tbk with IndiHome products or stands for Indonesia Digital Home. According to the Top Brand Award, IndiHome is the company with the largest number of consumers, but from 2017 to 2021 the graph has decreased.*

*This study aims to analyse IndiHome customer satisfaction in Bandung City in 2023. The method used in this research is quantitative with a descriptive approach. Using questionnaire tools and statistical data measured using a Likert scale. Respondents of this study were IndiHome consumers in Bandung City with a sample size of 100 people. Sampling using probability sampling technique with simple random sampling model.*

*In this study, the average total score was 1,395 with a percentage of 75%. The largest value of consumer satisfaction is influenced by the attributes related to purchase sub-variable, which means that 78% of consumers are satisfied if the politeness of employees, the company's reputation, and the way the company realises consumer requests are considered good.*

*Keyword : Customer Satisfaction, Attributes Related to Customer Satisfaction*