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With the rapid development of technology and the awareness of the importance of getting information, many people need the internet as an alternative to be able to access information. It is this increasingly rapid technological progress that requires each line of the company to carry out various innovations for the company's existence and to be able to survive in the competition. The development of the internet is an opportunity for fixed broadband telecommunication to be created in creating their products and competing in offering internet service companies to the public. This can create quite tight competition for fixed broadband service provider companies in Indonesia. Therefore, companies must be able to attract consumers by providing the best service facilities and services.

The purpose of this study is to determine the effect of product quality, service quality and product price on consumer satisfaction in PT Telkom Indonesia Wifi Internet Service Bandung City in 2022.

This research is a quantitative study using data collection methods, namely questionnaires. Data processing was carried out using the SPSS 26 application using multiple regression analysis techniques and hypothesis testing. This study uses primary data in the form of distributing questionnaires online to customers in the Bandung area who use WI-FI Id services from PT. Telkom Indonesia.

The results showed that product quality, service quality and product prices simultaneously influence consumer satisfaction in WI-FI Id Internet services, with a coefficient of determination of 46.7%. Research shows that the variables of product quality, service quality and product price have a positive effect on consumer satisfaction in WI-FI Internet services.

Product quality is the thing that has the most effective influence in increasing consumer satisfaction and consumer loyalty. In general, the quality of the products provided by PT Telkom Indonesia to its consumers in the city of Bandung is considered good. It is hoped that this research can be one of the considerations in increasing customer satisfaction, especially the factors of product

quality, service quality and product prices in the Wifi Id internet service of PT Telkom Indonesia, Bandung City.

Keywords: Product Quality, Service Quality, Product Price, Consumer Satisfaction.