

ABSTRACT

Currently the competition between telecom operators in Indonesia is very tight and the price war. seen from the service provider that supplies as cheaply as possible and give a lot of bonuses, one of the largest operators are in Indonesia is Telkomsel.

This study aim to determine the response to user satisfaction Telkomsel Product Quality which consist of the performance, additional privileges, reliability, compliance with specifications, durability and aesthetics. The second variable in this research is the price (X_2) seen from the list price, discount and rebates.

The collection of data by distributing questionnaires of 100 respondents among the student of the University of Telkom Bandung, with a measured scale is ordinal scale. This research is a qualitative method. Analysis of the data used is simple regression analysis.

The survey result revealed that the partial Quality Product (X_1) has a significant positive effect on customer satisfaction with t_{count} (4.519) is not located between -1.985 and 1.985 or views of value sig (0,000) is smaller than 0.05 then h_0 rejected and h_a accepted. As for the price variable (X_2) has a significant positive effect on customer satisfaction with t_{count} 2800 with a significance value of 0,006. With t_{count} (2.800) not between -1.985 and 1.985 or views of value sig (0.006) is smaller than 0.05, then h_0 is rejected and h_a accepted.

Simultaneously product quality variable (X_1) and variable price (X_2) together have a positive and significant impact on customer satisfaction is evident from the significant value of $0.000 < 0.05$, with the value of F_{table} and t_{hitung} is seen that $F_{tabel} 3.09 < F_{count} 147.751$. Supported the coefficient of determination R^2 is 0.751, which means the quality of the product and the price effect of 75.1% remaining 24.9% influenced by the other variables not examined by the author.

Keywords: Costomer Satisfaction, Price, Product Quality.