

ABSTRACT

This study aims to determine how much influence the Quality of Customer Service Service Against Customer Satisfaction PT. Telkom Indonesia, Tbk Bandung, problem formulation in this research is how the quality of service customer service Plasa TelkomLembong branch Bandung, whether the quality of service customer service influence on customer satisfaction Plasa Telkom branch of Lembong Bandung. The method used in this study is a quantitative method using data collection techniques in the form of questionnaires. Methods of research analysis using validity, reliability, normality test.

The results of this study based on the performance of variable X (quality customer service service) on the customer Plasa Telkom Branch Lembong Bandung is in good category. This can be seen from the results of the percentage score of service quality variable service customer of 77.53%. Based on performance on variable Y (customer satisfaction) at customer PT. TELKOM INDONESIA, TBK Branch Lembong Bandung is in good category. This can be seen from the results of the percentage score of variable customer satisfaction of 77.04%. With R square value equal to 0,273 hence influence of service quality of customer service to customer satisfaction equal to 27,3% rest equal to 72,7% influenced by other factor like product quality and price.

Keywords: Service Quality Customer Service , Customer Satisfaction