

ABSTRACT

The use of technology in today's growing rapidly. Along with the growth of telecommunications and information technology users, there are new innovations, namely fixed broadband, namely PT. Telekomunikasi Indonesia Tbk issued a new product named Indihome. Telkom mobilized all efforts in order to revive the fixed line business through Indihome product launch in early 2015, that product bundling packages with access to fiber optic consisting of high-speed internet services, fixed phone and interactive TV. Because the disturbance report its numbers continue to rise, customer allegedly Indihome Fiber products have been fully satisfied. For this reason the author conduct research titled "Analysis Customer Satisfaction Indihome In Sako Palembang Kenten Region". The purpose of this study to determine the satisfaction customers in the use of products from Indihome. This study uses variables include customer satisfaction, product quality, price, quality of service, emotional factors, and easiness. This study uses the object PT. Telkom WitelSumsel with studies on customers with a sample of 100 people Indihome customer. The method used is descriptive analysis with data types quantitative.

Keywords: Customer Satisfaction