

ABSTRACT

MyIndiHome app has been released since 2016 with the tagline "MyIndiHome: Easy, Convenient, It can be done anywhere and anytime". The MyIndiHome app serves to subscribe to IndiHome, OTT Video Streaming activation, registrations and various additional features. This study aims to analyze how big the product quality to customer satisfaction in using MyIndiHome application.

In this research the method used is descriptive quantitative method where the data obtained through questionnaire. The population in this study are consumers who use Indihome products in Bandung City that the number is not known with certainty. The number of samples targeted to fill the questionnaire is 100 respondents at random. Product quality is one of the main positioning suggestions to marketers, and has a direct impact on product performance, the dimensions used in product quality are shape, features, quality performance, quality, durability, reliability, fixability, style, and customization. While customer satisfaction is perasaan someone happy or disappointed resulting from comparing the perceived product performance (or results) with expectations. If performance is far from expectations, consumers are not satisfied. If appropriate, consumers are satisfied. If it exceeds expectations, consumers are very satisfied or happy.

Pursuant to result of this research is result of data processing known that variable of product quality have positive and significant influence to customer satisfaction with variable (X) equal to 81,69%, and variable (Y) equal to 82,5% based on descriptive analysis. But there are still deficiencies in each dimension in each variable.

Keywords: Descriptive Method - Quantitative, Product Quality, Customer Satisfaction, MyIndiHome Application