

## **ABSTRACT**

The rapid development of technology and information flow has prompted companies to produce products or services that meet the needs and wants of consumers, so that consumers feel satisfied with what they have gained from the company. Success in the competition will be fulfilled if the company can create and retain customers. To achieve these objectives then the company can perform various ways to meet consumer needs, one of them is by giving the impression or a good image in terms of products and services to consumers.

As information and communication technology grows, companies are getting smarter in the face of an increasingly competitive era of free market that is increasingly sharpened, so the target or target of customer relations should be more directed to the interests of every stakeholder of the company. It is increasingly believed that the key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices. For the purpose of this study is to find out more about how the quality of service performed by PT.Telekomunikasi Indonesia Tbk.Padang.