

ABSTRACT

The social development of the Indonesian people will lead to the information society. In the current modern era in the world of telecommunications, the public places telecommunications as a source of activity in carrying out its activities especially according to a survey conducted by APJJI revealing that the development of internet use in Indonesia from year to year is increasing. Therefore, the demand for telecommunications services both in terms of quantity and quality will increase.

PT Smartfren through Smartfren 4G LTE-Advanced products offers the first 4G LTE service in Indonesia. With the emergence of the first LTE service in Indonesia, and followed by the quality of products, services and prices offered are affordable so that they are acceptable to the public. These three components are the most calculated components in order to achieve the satisfaction of the community of internet users in Indonesia.

Through this research is to analyze the effect of product quality which consists of components: performance, features, conformance, reliability, durability, esthetica, perceived quality, serviceability and service quality consisting of: tangible, reliability, durability, assurance, empathy and product prices. The three things above want to be investigated because currently PT Smartfren has decreased the number of customers so that sales profits have decreased every month.

The method used to collect data is by distributing questionnaires, where the questionnaire contains closed questions and will be distributed to ± 400 customers in Makassar City to find out how much influence the three components above have on the sale of Smartfren 4G LTE-Advanced.

Keywords: *Product Quality; Service; Price; Smartfren; LTE; 4G*