

ABSTRAC

Telkom is a fixed Broadband product of PT Telekomunikasi Indonesia. The number of installation will Depend on the Witel Bandung has decreased if compared to the year 2018 & 2019. Based on the data witel Bandung number unplug Product in the year of 2019 has increased if compared to the year 2018 also in the year 2019 increase the number of complaints.

In this research is descriptive research quantitative, with the use of nonprobability sampling techniques that collect answers from 100 respondents. This research was conducted at witel Bandung, which produced the results of research showed the price 83,91%, the quality of produk 83,97% and customer satisfaction 84,55% included in very good category. As well as the influence of price on consumer satisfaction Product and the influence of product quality on consumer satisfaction Depend, in addition to price and product quality simultaneously affect the satisfaction of consumers, which can be seen from the $F_{table} 133.223 > t_{table} 3,09$ and a significance value $0,001$ (Price) and $0,000$ (Quality of Product) $< 0,05$. Based on the results of the calculation of the satisfaction of consumers influenced the price and quality of products by 73,3%. Based on this advice to review and adjust the price – the price of the package IndiHome as well as make the product Product that have good quality.

Key words : Price , Product Quality , Consumer Satisfaction