

ABSTRACT

In the information age, the development of information and communication technology has become the primary need of every family. One form of communication and information technology presence is a portable communication tool in the form of a cellular telephone or mobile phone. With easy access to information anyone can receive and send any information quickly for anyone and is not limited by age. With internet signals provided by several information service providers, it continues to grow in terms of speed and network. (Bekti, 2016) Currently, it has become an inseparable necessity due to the existence of an interconnected network or the so-called internet which is one of the more practical developments in information and communication technology and the internet, it makes it easier for people to obtain information. This study to determine the effect of price and service quality on customer satisfaction in using Telkomsel internet card packages. This study uses descriptive analysis in this study uses descriptive quantitative analysis and multiple linear regression. The sample in this study were 100 respondents based on the community experience of Telkomsel card users who know and have implemented the use of the product to fill out the research questionnaire. The sampling technique uses non-probability sampling with a population who knows Telkomsel product. Based on the analysis of respondent's responses to the Customer Satisfaction variable regarding the item that received the lowest rating, it is advisable to Telkomsel to place a strategic GraPari location so that it is easily accessible to consumers.

Keywords: Price, Service Quality, and Customer Satisfaction, Telkomsel