

ABSTRACT

The fast growth of internet-based technologies provides an opportunity for telecommunications service providers to satisfy community requirements. Indihome products from PT Telkom Indonesia are one of them. The issue stems from the fact that telecommunication service provider providers in The City of Bandung are numerous, offering a wide range of services in order to satisfy customers. This presents a problem for Telkom in terms of preserving the company's excellent image, trust in the Indihome brand, and maintaining the quality of Indihome products so that product sales may surpass the objective established. As a result, the purpose of this study is to learn about and assess the impact of brand image, brand trust, and product quality on customer satisfaction in Indihome in Bandung.

This study employs a quantitative research approach with a descriptive research design. Purposive sampling is utilized to sample 400 Indihome consumers in Bandung using a non-probability sampling approach. While descriptive analysis and multiple linear regression analysis are employed for data analysis.

The descriptive analysis study results place brand image variables in the excellent category by 90%, brand trust variables in the very good category by 89 percent, product quality variables in the very good category by 89 percent, and customer satisfaction variables in the excellent category by 92 percent. With a magnitude of 55.8 percent, brand image, brand trust, and product quality positively and substantially affected customer satisfaction, with the remaining 44.2 percent influenced by unstudied factors.

Keywords: Brand Image, Brand Trust, Product Quality, Customer Satisfaction