

ABSTRACT

PT.Telkom Indonesia is one of the companies engaged in communication and information that provides telecommunication services, one of whis is fixed boardband. There are also product offered namely indihome with triple play service, that have telephone service, television service and internet services, but the quality of products provided is still fairlu low with various complaints and disruptions that occur so that this makes the brand image of indihome is viewed negatively which result in low customer satisfaction that shows that this is in line with the purpose of this study.

The type of research is quantitative research, analysis techniques and data that we o is a path analysisism with response as many as 390 people who use indihome services and domiciled in the city of bandung.

Based on the questionnaire that has been disseminated by the researchers obtained the result of respondents responses to the quality of product applied indihome is 69% and this percentage is referred tp in the good catagory, and for the variable brand image has a value of 70% whic means it is referred to in the good catagory, while the respondent response to the variable consumer satisfaction has a value of 69% which means that this variabel is referred to in the good catagory when viewed on the continuum line.

The result of this study based on the analysis of the path obtained results that the quality of the product can affect consumer satisfaction through the image of indihome brand in the city of bandung, while this is influenced directly indidirectly compared to direct iinfluence due to the impact give product quality through brand image to consumer satisfaction has a value of 0,525 can be know by analyzing model II line that the influence given product quality to satisfaction has a higher influence indirectly.

Keywords: Marketing, Product quality, Consumer satisfaction