

ABSTRACT

In 2020, it was stated that there were 175.4 million internet users in Indonesia. Likewise, data that is no less interesting, there are 160 million active users of social media. On the other hand, the sales of Indihome products have changed every month. In early 2019 sales of Indihome products reached 1011 units, but in the following months sales decreased until July and in August sales increased by 1285 units. So from the description above, the writer is interested in conducting research on indihome customer satisfaction in the Cijawura area of Bandung City with the dimensions of customer satisfaction, namely attributes relate to product, attributes relate to service, and attributes relate to purchase. The research method used in this research is quantitative research with descriptive research type with data collection techniques, namely observation, interviews, and questionnaires. The population in this study were consumers of PT. Telkom Cijawura Bandung. The sampling technique used was the Slovin formula with a total of 100 respondents. With nonprobability sampling technique. By doing the validity test, reliability test, and descriptive analysis techniques, the results are obtained, namely the services provided by PT. Telkom Cijawura is in the good category with a score of 73.96%.

keywords: *Customer Satisfaction.*