

ABSTRACT

Telkomsel is a cellular operator with the largest number of subscribers and the widest network coverage in Indonesia. However, Telkomsel is also a cellular operator that ranks first as the cellular operator with the most complaints. Telkomsel experienced a decrease in the number of subscribers followed by several service problems that occurred in the period 2020 to 2021. Not only service quality, Telkomsel also has the highest price compared to other cellular operators. Whereas service quality and price are important factors to create customer satisfaction.

This study aims to determine the effect of service quality (X1) and price (X2) on customer satisfaction of Telkomsel cellular operator (Y). The sample used in this study is the people in Padang City who use the Telkomsel cellular operator with a total sample of 401 people. This study uses a non-probability sampling technique while in collecting data this research uses a questionnaire. This study uses multiple linear regression which is processed using SPSS 24.0 software. The results of this study found that there is a simultaneous or partial influence of service quality and price on Telkomsel's cellular operator customer satisfaction.

Keywords: *Service quality, price, customer satisfaction, Telkomsel*