

ABSTRACT

This research is motivated by the increasing public need for the internet, there is a shift in people's consumption patterns where previously internet users were more for secondary needs, now they have turned into primary needs. By seeing that the internet has become a necessity, all internet service providers are encouraged to provide excellent service to all their customers. One of the internet service providers is Telkom Indonesia with Indihome as its product. This study aims to examine the effect of product quality on customer satisfaction Indihome PT Telkom Indonesia Witel Sukabumi.

In this study, the method used is descriptive quantitative where the data obtained through questionnaires. The population in this study are consumers who use indihome products in Sukabumi whose numbers are not known for certain. The number of samples targeted to fill out the questionnaire was 100 respondents randomly. Product quality is one of the main positioning suggestions to marketers, and has a direct impact on product performance, the dimensions used on product quality are features, performance, conformance to specifications, durability, reliability, perceived quality, aesthetics. While customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) with expectations. If performance is far from expectations, consumers are dissatisfied. If it meets expectations, consumers are satisfied. If it exceeds expectations, the consumer is very satisfied or happy. Then the dimensions used in customer satisfaction are repurchase intentions, recommending products or services, and confirming expectations.

The results of this study are the result of processing that is known that product quality variables have a positive and significant influence on customer satisfaction with variables (X) and variables (Y) based on descriptive analysis. But there are still flaws in each dimension in each variable.

Keywords: Descriptive – quantitative method, price quality, customer satisfaction