

ABSTRACT

PT Telekomunikasi Indonesia (PT Telkom) is a provider of information communications and telecommunications networks and full services which the largest in Indonesia. One of the products of PT TELKOM is Telkom Speedy that provides the high-quality Internet access services to households and small and medium sized businesses. Competition in the telecommunications business is tight. It makes the company pushes to further improve the quality and also give the competitive price to grab the new customer.

The level of quality and price that the company gives may an effect on perceived customer satisfaction. This research aims to determine the effect on service quality, product quality, price and customer satisfaction Telkom Speedy (Case study in Telkom Speedy, 3rd regional division of east area, Lembong and Supratman, Bandung 2012).

The methods used in this research are descriptive to describe the characteristic of the variables of interest in a situation and using explanatory to identify cause and effect of certain phenomenon and causal which is undertaken in order to ascertain and be able to describe the characteristic of the variables of interest in a situation. Convenience sampling is the way to use the sampling technique with 100 respondents separated in Telkom Lembong and Supratman, East Area of Bandung. The results of path coefficient calculation is commonly assumed that the influence of service quality product quality, and price simultaneously on the customer satisfaction by 49.6%, while 50.4% is influenced by other factors not examined in this research for instance, the personal factor (internal factor), situasional factors (external factor), etc.

Product quality is the highest of classification assessment and categorized as good which is getting 75.58% perceived by the customer. Telkom should focus on increasing the quality of service, product and give a more competitive price to customers.

Keyword : Telkom Speedy, Service quality, Product quality, Price, Customer satisfaction