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