

ABSTRACT

In this rapidly growing digital era, technology plays an important role in everyday life so that people's activities cannot escape the consumption of the internet. The high internet consumption in Indonesia, especially in West Java, especially in Bandung, is seen as a profitable business opportunity for telecommunications companies. This business opportunity is usually exploited by telecommunication companies but recently PT. PLN (Persero) which is successful in the electricity business has now formed a special subsidiary engaged in telecommunications by cooperating with PT. ICON+ (Indonesia Connets Plus) is a subsidiary with a product in the form of internet broadband known as Iconnet. Iconnet is known as the internet provider company with the lowest cost, so many people question the quality of the products offered. The purpose of this study was to determine the effect of product quality and service quality on customer satisfaction either partially or simultaneously at Iconnet in Bandung. The population in this study were Iconnet customers in Bandung, amounting to 6,183 customers so the sample in this study was 100 people. This study uses quantitative methods has gone through a series of tests such as validity, reliability, multiple linear regression, classical assumption test, hypothesis testing which is divided into t-test, f test, and coefficient of determination (R²) and shows a positive and significant influence both partially or simultaneously on the three variables. With the result $Y = 4.716 + 0.622 (X1) + 0.634 (X2)$. The results of the coefficient of determination test (R²) show that product quality and service quality affect customer satisfaction by 79.9% while the other 20.1% are influenced by other factors.

Keywords: *Product quality, service quality, customer satisfaction, PLN, Iconnet.*