

ABSTRACT

The rapid development of technology has resulted in many people needing the internet as an option to be able to access information. Technological advances present opportunities for companies to advance, one of which is for companies providing fixed broadband internet services. PT. Telekomunikasi Indonesia is one of the companies providing fixed broadband services that launched its product, Indihome. In 2021 the quantity of Indihome establishments encountered a huge reduction contrasted with the earlier year. This significant decrease was supported by complaints from Indihome product users, especially at PT. Telkom Kandatel Medan. Therefore, this study was conducted to determine the effect of price and product quality on consumer satisfaction Indihome at PT. Telkom Kandatel Medan.

This research uses quantitative methods as well as descriptive research. Sampling was carried out using a non-probability sampling method with purposive sampling type with a total of 100 respondents from Indihome consumers at PT. Telkom Kandatel Medan. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results obtained based on descriptive analysis for the price variable (X1) of 71.35% belonging to the good category, the product quality variable (X2) of 67.8% belonging to the fairly good category and the consumer satisfaction variable (Y) of 73.5% belong to the good category. It can be concluded that in this study, price and product quality have a positive and significant effect on consumer satisfaction with a magnitude of effect of 67.1% and the remaining 32.9% is influenced by other variables not examined. However, there are several things that need to be improved, such as pricing on Indihome products, the internet network, and how the company can meet consumer expectations.

Keywords : Price, Product Quality, Customer Satisfaction