

ABSTRACT

This study was conducted to determine how the influence of customer services interpersonal communication affects customer satisfaction in the services of PT. Telekomunikasi Indonesia International (Timor Leste) Telkomcel. The purpose of this study was to determine and understand the magnitude of the impact of interpersonal communication on customer satisfaction in the services of PT. Telekomunikasi Indonesia International (Timor Leste) Telkomcel. This study uses a quantitative approach with a descriptive research design. For sampling, the probability sampling method with simple random sampling was used. The data analysis technique used was descriptive analysis and simple linear regression analysis was performed to analyze the data. The results of the research indicate that interpersonal communication has a good and significant effect on customer satisfaction at PT. Telekomunikasi Indonesia International (Timor Leste) Telkomcel. The study found the coefficient of determination was 63.52%, while the remaining 36.48% was influenced by variables that were not examined in this study.

Keywords: *interpersonal communication, customer service, customer satisfaction.*