

ABSTRACT

PT. Telkom Indonesia is one of the companies engaged in telecommunications and information that provides a variety of telecommunications services, one of the internet services provided by PT. Telkom Indonesia is an Orbit product. Along with the Times, customers do not need to bother anymore in accessing the internet, because PT. Telkom Indonesia has provided non-wired WiFi products or commonly called Wireless named Orbit. However, the quality of products provided by Orbit products is still relatively low with complaints and disturbances felt by customers that can affect customer satisfaction from Orbit products.

This study uses quantitative research methods correlation type by linking the two variables, namely product quality variable (X) with customer satisfaction variable (Y). Data collection was done by giving questionnaires to 100 respondents who are customers of Orbit in Sukabumi. Then the data obtained will then be analyzed using descriptive analysis, classical assumption Test, and hypothesis test with the help of IBM SPSS 28 Software.

The result of this study is that there is an influence of product quality on customer satisfaction Orbit products by comparing $t\text{-count} > t\text{-table}$, resulting in a value of $19.425 > 1.984$, it can be concluded that product quality affects customer satisfaction. Then obtained results of 0.794, which means, there is an influence of product quality by 79.4% on Customer Satisfaction and the rest, which is 20.6% influenced by other variables that are not studied.

Keywords: Marketing, Product Quality, Customer Satisfaction