

## **ABSTRACT**

*Improving the quality of service to customer satisfaction has an important priority for telecommunications companies in Indonesia. The high intensity of competition and the number of competitors demands that telecommunications companies continue to pay attention to the needs and desires of consumers. This research aims to determine the service quality of Indihome products by PT. Telkom Kandatel Pematang seen from service quality indicators. The object of this research is the service quality of indihome products at PT. Telkom Kandatel Pematang.*

*The research method used in this research was a survey of 100 respondents using a questionnaire. The sampling technique used was Simple Random Sampling. Data was taken using simple linear regression.*

*Based on the results of 100 respondents, the average value of the service quality variable is 69% which is categorized as high, the average value of the customer satisfaction variable is 69.3% which is categorized as good, it can be concluded that service quality has an effect on customer satisfaction.*

***Keywords: Service Quality, Customer Satisfaction.***