

ABSTRACT

In the telecommunication industry, maintaining high levels of customer satisfaction is crucial for sustainable business growth. This study focuses on examining the relationship between service quality, product quality, and customer satisfaction in the context of IndiHome, a leading telecommunication provider operated by PT Telkomsel in Cirebon City, Indonesia. The research aims to assess the perceived service quality and product quality offered by IndiHome, determine the level of customer satisfaction, and investigate the influence of service quality and product quality on customer satisfaction. A survey-based questionnaire was conducted, targeting 384 respondents aged between 34 and 39 years old, mainly entrepreneurs, with a focus on income range and job demographics. The survey questions were designed to evaluate respondents' perceptions of service quality, product quality, and overall satisfaction with IndiHome's services. The study employed a quantitative method with a descriptive research type. The sampling technique was obtained using non-probability sampling and purposive sampling. Data collection in this study was obtained through the distribution of questionnaire surveys. The results of this study indicate that both service quality and product quality have a significant impact on customer satisfaction, both simultaneously and partially. The conclusions drawn from this research suggest that IndiHome should prioritize efforts to address the identified shortcomings in service and product quality to enhance customer satisfaction and maintain competitiveness in the telecommunication market. In short, this study provides valuable insights for telecommunication companies aiming to understand customer preferences and improve service delivery to achieve higher levels of customer satisfaction and long-term business success.

Keywords: *Telecommunications, Service Quality, Product Quality*