ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *network quality, customer service, information quality,* dan *security & privacy* terhadap kepuasan konsumen pada penggunaan IndiHome PT. Telkom Purwakarta secara parsial maupun simultan. Metode penelitian dikumpulkan melalui observasi, wawancara dan menyebar kuesioner dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *network quality, customer service* dan *information quality* memiliki kategori kurang baik sedangkan *security & privacy* dan kepuasan konsumen memiliki kategori baik serta terdapat pengaruh positif dan signifikan antara pengaruh *network quality, customer service, information quality,* dan *security & privacy* terhadap kepuasan konsumen baik secara parsial maupun simultan.

Kata Kunci : *Network Quality, Customer Service, Information Quality, Security & Privacy* **dan Kepuasan Konsumen**

ABSTRACT

This study aims to determine how much influence network quality, customer service, information quality, and security & privacy have on consumer satisfaction with the use of IndiHome PT. Telkom Purwakarta partially or simultaneously. The research method was collected through observation, interviews, and distributing questionnaires with a total sample of 100 respondents. The data analysis method used is multiple linear regressions analysis, multiple correlation, and coefficient of determination. The results showed that network quality, customer service, and information quality had poor categories while security & privacy and consumer satisfaction had good categories and there was a positive and significant influence between the influence of network quality, customer service, information quality, and security & privacy on consumer satisfaction. either partially or simultaneously.

Keywords : Network Quality, Customer Service, Information Quality, Security & Privacy and Cunsumer Satisfaction