

ABSTRACT

This research began with the discovery of issues regarding customer satisfaction at Indihome PT. Telkom Lembong Bandung Office, where the number of complaints about Indihome has been increasing each year, along with a decline in the number of users annually. This decline is attributed to the poor quality of service and pricing offered by Indihome PT. Telkom Lembong Bandung. This research was conducted to determine the extent of the influence of service quality and price on customer satisfaction. The research method used is descriptive and verificative methods with a sample size of 89 respondents. The data analysis methods employed are multiple linear regression analysis, multiple correlation, and the coefficient of determination. The research results indicate that there is a positive and significant influence between service quality and price on satisfaction. The extent of the influence of service quality and price on satisfaction simultaneously is 80%, while the remaining 20% is influenced by other variables that were not studied. Partially, the influence of service quality on satisfaction is 7.7%, and the influence of price on satisfaction is 72.3%, so it can be concluded that price has the greatest impact on satisfaction.

Keywords: Service Quality, Price and Customer Satisfaction.