

PREFACE

In the name of Allah SWT, the Beneficent, the Merciful, I would like to say Alhamdulillah thank to Allah. All the Praise is due to Allah, the Lord of the Worlds because of HIS Blessing I could finish my final project as proposed a requirement of bachelor degree major of International Business Management Telecommunication and informatics.

This research discusses about the impact of the service quality, product quality, and price to the customer satisfaction, Telkom speedy, 3rd regional division, Lembong and Supratman, Bandung. In the prepared and created this research, the authors recognized many faults in writing or imperfect when took the observation. This has happened because the knowledge and capabilities of the author are still limited. However, Because of the support and help from various parties when conducted the research, finally my final project has been resolved and finished.

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ABSTRACT

PT Telekomunikasi Indonesia (PT Telkom) is a provider of information communications and telecommunications networks and full services which the largest in Indonesia. One of the products of PT TELKOM is Telkom Speedy that provides the high-quality Internet access services to households and small and medium sized businesses. Competition in the telecommunications business is tight. It makes the company pushes to further improve the quality and also give the competitive price to grab the new customer.

The level of quality and price that the company gives may an effect on perceived customer satisfaction. This research aims to determine the effect on service quality, product quality, price and customer satisfaction Telkom Speedy (Case study in Telkom Speedy, 3rd regional division of east area, Lembong and Supratman, Bandung 2012).

The methods used in this research are descriptive to describe the characteristic of the variables of interest in a situation and using explanatory to identify cause and effect of certain phenomenon and causal which is undertaken in order to ascertain and be able to describe the characteristic of the variables of interest in a situation. Convenience sampling is the way to use the sampling technique with 100 respondents separated in Telkom Lembong and Supratman, East Area of Bandung. The results of path coefficient calculation is commonly assumed that the influence of service quality product quality, and price simultaneously on the customer satisfaction by 49.6%, while 50.4% is influenced by other factors not examined in this research for instance, the personal factor (internal factor), situasional factors (external factor), etc.

Product quality is the highest of classification assessment and categorized as good which is getting 75.58% perceived by the customer. Telkom should focus on increasing the quality of service, product and give a more competitive price to customers.

Keyword : Telkom Speedy, Service quality, Product quality, Price, Customer satisfaction

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