

## THE IMPACT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON CUSTOMER SATISFACTION

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### Abstrak

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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**ADSL Technology:** Stand for (Asymmetric Digital Subscriber Line).

**CDMA:** Code Division Multiple Access

**Convenience sampling:** a sample that refers to the collection of information from members of the population who are conveniently available to provide it.

**Cronbach's alpha:** computed in terms of the average inter-correlations among the items measuring the concept

**Descriptive analysis:** the elementary transformation of data in a way that describes the basic characteristic such as central tendency, distribution, and variability

**DNS:** Domain Name System

**GSM:** Global System for Mobile Communication

**IDX:** Stand for Indonesia Stock Exchange.

**ISP:** Internet Service Provider

**Likert scale:** designed to examine how strongly subject agree or disagree

**LSE:** Stand for The London Stock Exchange and publicly offered without listing in ("POWL") in Japan.

**NYSE:** New York Stock Exchange,

**MSI:** stand for Method of Successive Interval

**Method of Successive Interval:** the statistical techniques used to analyse the sample data and the results are applied to populations.

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**Non-probability sampling design:** the elements in the population don't have any probabilities attached to their being chosen as sample subjects

**Ordinal scale:** not only categorizes the variables in such way as to denote the difference among the various categories, it is also rank-orders the categories in some meaningful way.

**Path analysis:** used to describe and test the model of relationship between variables in the form of cause and effect (no reciprocal relation).

**Population:** refers to the entire group of people, events, or things of interest for which the researcher wants to make inferences (based on sample statistic).

**Product:** as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

**Product/Service Quality:** the totality of features and characteristics of the products or services that bear on its ability to satisfy stated or implied needs.

**Primary data information:** observed, recorded, or collected directly from respondents

**Price:** the amount of money charged for a product or service.”

**Quantitative method:** a business research that addressed research objectives through empirical assessment that involve numerical measurement and analysis

**Questionnaire:** a pre-formulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives.

**R<sup>2</sup>:** Stand for R-Square



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**Reliability test:** a test of how consistently a measuring instrument measures whatever concept it is measuring.

**Sample:** a subset, or some part, of a larger population. The purpose of sampling is to estimate an unknown characteristic of a population.

**Satisfaction:** a person's feeling of pleasure or disappointment that result from comparing a product perceived performance (or outcome) to expectations.

**Service:** any act of performance one party can offer another that is essentially intangible and does not result in the ownership of anything; its production may or may not be tied to a physical product.

Secondary data: refers to gathering from sources that already exist

**Speedy:** the product of Telkom in the form of high-quality Internet access services to households and small and medium sized businesses.

**Telkom:** a state-owned enterprise that operates in the telecommunications and network services sector in Indonesia.

**UCS:** Unit of Consumer Service

**Validity:** concerned with whether the findings are really about what they appear to be about. The extent to which data collection method or methods accurately measure what they were intended to measure



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