

ABSTRAK

Erlin Otaviana (64191145), Pengaruh Kualitas Produk dan Pelayanan Terhadap Kepuasan Pelanggan Indihome.

Kebutuhan internet semakin dibutuhkan oleh manusia inilah yang menimbulkan permintaan pasar akan internet. Indihome menarik pelanggannya dengan menawarkan jaringan internet lebih stabil dan lebih cepat ketika pelanggan mengakses internet. tetapi dijelaskan melalui twitter ada beberapa masalah oleh pengguna Indihome terkait keluhan mereka karena buruknya kualitas jaringan sehingga tidak dapat mengakses internet. Terkait masalah ini maka perlu adanya penelitian untuk menguji seberapa besar pengaruhnya kualitas produk dan pelayanan terhadap kepuasan pelanggan indihome. Penelitian ini menggunakan metode penelitian kuantitatif. Metode penelitian kuantitatif dapat diartikan sebagai metode penelitian yang berlandaskan pada filsafat positivisme, digunakan untuk meneliti pada populasi atau sampel tertentu, pengumpulan data menggunakan instrument penelitian, analisis data bersifat kuantitatif atau statistik. Teknik yang digunakan dalam pengumpulan data di penelitian ini menggunakan teknik survei yaitu melalui penyebaran kuesioner. Berdasarkan hasil penelitian menunjukan bahwa kualitas produk dan pelayanan masing-masing secara parsial (uji T) berpengaruh signifikan terhadap kepuasan pelanggan indihome. Berdasarkan uji simultan (uji F), disimpulkan bahwa hipotesis kedua variabel yaitu Kualitas Produk dan Pelayanan secara bersama-sama memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Dari hasil pengujian melalui analisis linear berganda, diketahui bahwa pelayanan memiliki pengaruh paling dominan dibandingkan kualitas produk. Diharapkan dalam penelitian selanjutnya, disarankan adanya tambahan variasi variabel lain dan penelitian yang berkelanjutan juga perlu agar penelitian selalu update dari waktu ke waktu.

Kata kunci: Kualitas Produk, Pelayanan, Kepuasan Pelanggan

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ABSTRACT

Erlin Otaviana (64191145), The Influence of Product and Service Quality on Indihome Customer Satisfaction

The need for the internet is increasingly needed by humans, this is what causes market demand for the internet. Indihome attracts its customers by offering a more stable and faster internet network when customers access the internet. but it was explained via twitter that there were several problems by Indihome users regarding their complaints due to poor network quality so they could not access the internet. Regarding this problem, it is necessary to conduct research to test how much influence product and service quality has on indihome customer satisfaction. This research uses quantitative research methods. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical. The technique used in collecting data in this study uses a survey technique, namely through the distribution of questionnaires. Based on the results of the study, it showed that the quality of each product and service partially (T test) had a significant effect on Indihome customer satisfaction. Based on the simultaneous test (F test), it was concluded that the hypothesis of the two variables namely Product Quality and Service together had a significant influence on Customer Satisfaction. From the test results through multiple linear analysis, it is known that service has the most dominant influence compared to product quality. It is hoped that in future research, it is suggested that there be additional variations of other variables and ongoing research is also necessary so that research is always updated from time to time.

Keywords: *Product Quality, Service, Customer Satisfaction*

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