

ABSTRACT

This study aims to determine how the quality of service Speedy (establishment connection and information transfer), and customer satisfaction Speedy in Bandung in 2014, as well as knowing how influence of service quality towardSpeedy customer satisfaction in Bandung 2014.

This type of research is a kind of descriptive and causal research with data analysis techniques using multiple linear regression. Total polulasi this study were 172.014 customers with a total sample of 100 customers by using slovin formula with 10% error level. Sampling using non-probability sampling by using convenience sampling type. The data collected by using a questionnaire with Likert scale. Test requirements analysis using normality test, multicollinearity test and heterocedastisity test.

Based on the results of data processing can be known about the connection estabilishment respondents were in good condition with a percentage of 68.78%, information transfer respondents were in good condition with a percentage of 65.82%, then customer satisfaction respondents were on the condition that not good with a percentage of 61.2%. These results indicate there are negative impact by -0,267 and significant influence between estabilishment connection to customer satisfaction, proven with a probability value of 0.03 <0.05 rtable. There are positive impact by 0,929 andsignificant influence between information transfer to customer satisfaction, proven with a probability value of 0.00 <0.05 rtable. There are significant influence between the connection estabilishmentand information transfer simultaneously to customer satisfaction, proven with a probability value of 0.00 <rtable 0.05. Contribution amount of influence exerted by the two variables simultaneously by 73.5%, evidenced by the value of R Square of 0.735.

Keywords: *Quality of Service Telecommunication, Connection Estabilishment, Information Transfer, Costumer Satisfaction.*