

ABSTRACT

The telecommunications industry in Indonesia is experiencing rapid development, until now there are around six telecommunications companies in Indonesia, this shows that the competition in the telecommunications industry that is currently happening is very competitive so there needs to be a specific strategy in managing the company's performance system to be more efficient and effective. Every company has the goal of looking for maximum profits, the success of a company in achieving that goal is strongly influenced by the company's ability to marketize its products. Companies can sell their products at favorable prices at the expected level of quality, will be able to overcome challenges from competitors, especially in the field of marketing. The company creates value for customers and builds strong relationships with customers to get value from customers in return. Companies in the telecommunications industry always try to offer products that continue to grow in accordance with the latest technology with competitive prices so that the level of customer satisfaction continues to increase. Products are factors that can affect customer satisfaction, if consumers are satisfied with the quality of a product, consumers will repurchase. Besides that price is also a factor that can affect customer satisfaction because for customers who are sensitive to relatively low prices is an important source of satisfaction because customers will get a high value for money.