

ABSTRACT

In this modern era, the development of the telecommunications business in Indonesia has progressed. This can be seen from the progress of communication technology that is increasingly sophisticated and meets the needs of the people in communication so that this provides an opportunity for telecommerce business people to develop various telecommunications businesses in Indonesia, amid the competition of the telecommunications industry, Telkomsel as the largest market share holder in Indonesia maintaining quality service in order to be able to compete with other telecommunications business people.

This research measures customer satisfaction on Telkomsel by looking at the service quality dimension which consists of 7 variables, namely assurance, complaint handling, convenience, empathy, network quality, reliability and tangibles.

This study uses quantitative methods, the nature of this study is conclusive, the type of investigation is causal, the involvement of researchers is not to intervene data, based on individual units of analysis, research settings are non contrived settings, and based on research time, this study is cross sectional. The measurement scale used is the Likert scale. The population in this study were Telkomsel users in Indonesia with a sample representing as many as 400 respondents. The sampling technique is non probability sampling and quota sampling. Data sources in this study were obtained from primary and secondary data. Data analysis techniques were carried out by multivariate techniques, Structural Equation Modeling (SEM) Partial Least Square (PLS), and hypothesis testing. The results of this study are two hypotheses accepted and six hypotheses rejected from a total of eight hypotheses.

Keywords: Service Quality, Customer Satisfaction, Telecommunications