

ABSTRACT

This research is based on the rapidly evolving technology and information that can dominate almost all business sectors, one of them is fixed broadband business. This enables telecommunication service providers to improve product quality and service quality to overcome competition and customer repurchase intentions. Therefore PT Telekomunikasi Indonesia launched fixed broadband, IndiHome by using more sophisticated Fiber To The Home (FTTH) network to replace its Speedy predecessor. IndiHome is a Triple Play service consisting of Internet on Fiber or High Speed Internet, Phone (Phone Home), and IPTV (UseeTV Cable).

The purpose of this research is to know how big the influence of product quality and service quality of IndiHome Triple Play program to consumer repurchase intention according to IndiHome customer's own perception.

This study is a quantitative study involving 400 respondents as a sample. The way of data collection is done by distributing questionnaires using five Likert Scale points. Statistical analysis technique that is done is descriptive analysis and multiple linear regression analysis for hypothesis testing, and for data processing researcher using software SPSS for Windows Version 20.0.

The result obtained is known that all partial independent variables have a significant influence on dependent variable, simultaneously product quality and service quality have a significant influence on consumer repurchase intentions. From result by the analysis of doubled linear regression known $Y = -0,160 + 0,303X_1 + 0,661X_2$ which mean that service quality variable have bigger influence than product quality. For the value of determination coefficient is 0,348. It shows that product quality (X1) and service quality (X2) have 34,8% influence to consumer repurchase intention (Y) while 65,2% is explained by the other variable not used in this research.

The conclusion that can be drawn is it was better if IndiHome improves the quality of the product and the quality of service that has been given to the customers, so that Triple Play customers IndiHome will continue be a customer and can recommend IndiHome products to that has not been customers.

Keywords: *product quality, service quality, repurchase intention, indihome*