

ABSTRACT

Global growth of internet users shows an increase. The growth of internet users also affects the growth of social and mobile media users. Thus the need and demand for the internet is increasingly high in Indonesia, PT. Telekomunikasi Indonesia as one of the largest Telecommunication operators in Indonesia wants to improve service quality according to its vision and mission by making infrastructure using optical fiber as its transmission media, one of the products that is present is IndiHome's service. This study aims to determine the value perception of IndiHome at Bandung City; determine the customers satisfaction of IndiHome at Bandung City; and find out how much the influence of value perception to customer satisfaction of IndiHome at Bandung City.

The method used is descriptive research and verification. Data were obtained from questionnaires. Unit samples in this study are customers of IndiHome at Bandung City totaling 100 customers. The results of questionnaire treated by Microsoft Excel and SPSS 22,00. Data analysis techniques used in this study is a simple linear regression.

According to the research found that the value perception of IndiHome at Bandung City was in the high category. IndiHome customer satisfaction at Bandung City was in the high category. Value perception has a positive and significant effect on customer satisfaction of IndiHome at Bandung City. Efforts to increase the value perception of IndiHome's at Bandung City can be done through the provision of various service packages with adequate quality but low prices. This needs to be supported by free IndiHome installer services, reliable IndiHome employees, and prompt handling of complaints.

Keywords: *Value Perception and Customer Satisfaction*