

ABSTRACT

Digitalization Telkomsel must change the service business processes for customers and partners to be more adaptive and accepted by customers and increase the nation's economic growth through one of the Digipos Aja products as Telkomsel's digital transformation product. This study aims to determine how the influence of the product quality of the Digipos Aja application, price, promotion on customer satisfaction in Makassar city partially and simultaneously.

This study uses a quantitative approach to the type of correlational research that uses correlation statistics to describe and measure the degree or relationship between two or more variabel s. The population for this study was 618,018 resellers with research samples taken based on the Cohen Manion and Morrison Tables so that the research sample was 272. Data analysis techniques used descriptive analysis and multiple regression analysis.

The results of this study found that all variabel items had valid values with values below 0.05. From the descriptive analysis test it is known that all product quality variabel s of the Digipos Aja application (X1), Price (X2), Promotion (X3) and Consumer Satisfaction (Y) are considered good with an average achievement percentage of 77%. While the results of hypothesis testing show that partially each variable has a significant influence and simultaneously the product quality variabel , the aja digipos application, price and promotion on consumer satisfaction in Makassar City has an effect of 87.9%, which means the three X variabel s have a significant effect on variabel Y. as a whole product quality, price and promotion simultaneously have a significant effect on customer satisfaction in Makassar city. The higher the quality level of a Digipos Aja product, the higher the level of consumer confidence in the product. With a high level of confidence in the quality of Digipos Aja products, it allows consumers to choose and make purchasing decisions for these products.

Keywords: *Product Quality, Price, Promotion, Consumer Satisfaction*