

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND BRAND IMAGE ON INDIHOME WI-FI USERS IN JAKARTA

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One of the leading internet service providers in Indonesia, PT Telkom Indonesia with its IndiHome brand, has become the preferred choice for many users. However, despite holding a large market share, there are complaints regarding the quality of the services provided, particularly related to product quality, service quality, and brand image. This study aims to analyze the impact of Product Quality, Service Quality, and Brand Image on Customer Satisfaction among IndiHome Wi-Fi users in Jakarta. This research adopts a quantitative approach using a survey method. Data were collected through questionnaires distributed to 134 respondents who are IndiHome users in Jakarta. The findings indicate that Product Quality and Brand Image have a significant and positive impact on customer satisfaction, with regression coefficients of 0.181 and 0.468, respectively. On the other hand, Service Quality does not show a significant impact on customer satisfaction. These findings suggest that to enhance user satisfaction, IndiHome needs to focus on improving service quality, especially in terms of technical support, and strengthen its brand image through more effective marketing campaigns.

Keyword: *Product Quality, Service Quality, Brand Image, Customer Satisfaction, IndiHome Wi-Fi, Jakarta.*