

## **ABSTRACT**

*Development of information technology and telecommunications in today's increasingly making progress and the complexity of communication between individuals. Internet is one example of this form of communication as a tool that makes it easy to communicate. Telkom Company is one of the ISP (Internet Service Provider) in Indonesia. This study aimed to examine the effect of product quality, a sense of trust and competitive prices to customer satisfaction of Telkom Speedy products in Semarang.*

*The study applied an purposive sampling, using 100 samples of customers of Telkom Speedy in Semarang city. These samples were then subject to a multiple linear regression analysis. Final results of the model that had done, result of the study evidenced that competitive prices had a stronger than the others two independent variable on customer satisfaction.*

*The results of these studies indicate that the variable of product quality, a sense of trust and competitive prices had a positive and significant effect on customer satisfaction.*

*Keywords : product quality, sense of trust, competitive prices and customer satisfaction*