

ABSTRACT

Telecommunications and Information Industry in Indonesia are being intensively make innovations to their products, so it is not surprising that competition in the telecommunications business and information has been extremely tight. It is characterized enumerated by many provider companies to try their lucky with a foray into the internet service business. Levels of customer satisfaction with a services will give a reflection the success of manufacturers in producing the services. The number of complaints TelkomSpeedy users in 2010 has increased from 2011. This study aims to determine whether consumer satisfaction of TelkomSpeedy users affected by the core service quality and peripheral service quality.

The population in this study are users of the TelkomSpeedy in Semarang. Samples were taken of 100 respondents using a snowball sampling technique. Data was collected using a survey method through questionnaires filled out by consumers. Then, the data obtained were analyzed using multiple regression analysis. This analysis includes the validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the F test and t test, and coefficient of determination analysis (R^2).

The results of analysis using multiple linear regression can be seen that the Core service quality and Peripheral service quality has positive effect of customer satisfaction TelkomSpeedy. The results of analysis using the t test can be known by Core service quality and Peripheral service quality significantly influence on the formation of customer satisfaction TelkomSpeedy. The results of analysis using the coefficient of determination is 77,8% costumer satisfaction can be explained by variations of the Core service quality and Peripheral service quality, while 22,2% explained by other variables that are not included in this study.

Key word : Core service quality, Peripheral service quality, consumer satisfaction