

ABSTRACT

The phenomenon that will be analyzed in this study is the problem of the postpaid customer satisfaction of Semarang Ooredoo City, which can be seen from the increase in customer complaints data and the still low perception of the quality of postpaid services in Semarang Ooredoo City, which can be seen from Indosat's position in the third position. Based on the research gap, in the previous research there were still differences in the results of the study between the influence of perceived product quality and price on the perception of service quality and customer satisfaction so that the research statement is how to increase customer satisfaction of the Indosat Ooredoo postpaid service in Semarang City. The purpose of this study was to analyze the influence of perceptions of product quality and prices on perceptions of service quality and satisfaction of the customers of the Semarang Ooredoo Postpaid City.

The population chosen in this study were all postpaid customers of Semarang Ooredoo City of Semarang. The number of respondents used in this study were 121 postpaid customers of the Indosat Ooredoo City of Semarang. The sampling technique in this study is the accidental sampling method. The method of collecting data is by using a questionnaire. The data analysis method used is Structural Equation Modeling.

Based on the research, the perception of product quality and price has a positive effect on the perception of service quality, perception of service quality and price has a positive effect on customer satisfaction while the perception of product quality has a positive effect on customer satisfaction. In terms of testing the model fit, it states that the model has good fit. So from this it can be concluded that the model has a pretty good fit to predict customer satisfaction.

Keywords: perception of product quality, price, perception of service quality, customer satisfaction.