

## ABSTRACT

*Indihome, which is one of the proud products of PT Telkom Indonesia, is currently facing increasingly fierce competition along with the entry of new competitors in the telecommunications sector. Indihome is the market leader for Wi-Fi providers in Indonesia, but this is accompanied by a high number of complaints. This study aims to analyze the effect of service quality and price unfairness on switching intention with consumer satisfaction as an intervening variable.*

*The population used in this study is people who use Indihome products. The sampling technique used is simple random sampling. The sample taken is 160 people in the city of Semarang who use Indihome products. The data collection method in this study used a questionnaire. The data analysis method uses Partial Least Square - Structural Equation Modelling.*

*Service quality has a positive effect on Indihome consumer satisfaction. Unfair pricing has a negative effect on Indihome customer satisfaction. Service quality does not affect Indihome switching intentions. The unfair price has a positive effect on Indihome's move intentions. Consumer satisfaction does not affect switching Indihome.*

*Keyword: service quality, price unfairness, switching intention, customer satisfaction*