ABSTRACT

"Dimensions of Service Quality and Its Impact to Speedy Customer Satisfaction At Plasa PT. Telkom Setia Budi Bandung "
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The author conducted research on this Page PT. Telkom Setia Budi Bandung with the headline: "Dimensions of Service Quality and Its Impact on Customer Satisfaction Speedy On this Page PT. Telkom Setia Budi Bandung ". The purpose of this study is to determine the response of respondents to the Service Quality Dimensions and Its Impact on Customer Satisfaction Speedy On this Page PT. Telkom Setia Budi Bandung. The method used is descriptive method with survey approach. While the technique of collecting data through observation, interviews and questionnaires, while the total sample of 100 respondents.

From the results of calculations using Pearson correlation analysis of unknown magnitude Impact of Service Quality Dimensions of Customer Satisfaction Speedy on this Page PT. Telkom Setia Budi Bandung has a very strong result that is equal to 0.652. Based on the analysis of determination, in the know that the magnitude of impact on the Service Quality Dimensions of Customer Satisfaction Speedy on this Page PT. Telkom Setia Budi Bandung amounted to 39.1%, while the remaining 60.9% is the influence of other factors are neglected writer in the research. And based on hypothesis test shows that H0 is rejected which means there's significant impact between the dimensions of service quality to customer satisfaction. From the above explanation on the overall conclusion that "the dimensions of service quality had a positive impact on customer satisfaction speedy Plaza PT. Telkom Setia BudiBandung".