

ABSTRACTION

Title : Effect of product quality, quality service and satisfaction price in plasa telkom speedy customer pahlawan semarang municipality

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Every humans have tried to review his need sufficient. In fulfillment, whether needs primary, secondary and tertiary, we as certainly pay attention quality customer goods, price and level of service manufacturer. People will choose places can be given him satisfaction form, goods for good by prices affordable and services that good. Starting point of purchase any or requirement is their desire. Consumers will buy products because specific reasons, fencing or not their belief that the ability to meet the requirement have hearts product value more big than covers the costs to be incurred. Customer satisfaction deciding factor not only quality products, but the product will also services. Now every customer is not longer just buying a product, but also all services aspects of or services inherent the purpose of product services individual is to review satisfy desire on society generally. To review achieve customer satisfaction so should there with quality appropriate care needs and desires' of society or received by a person. Assessment society against quality or customer service that was provided by the organization as well as the company will be declared good or not depend shown to the service level perceived accordance with or

exceeded his expectations. So quality works public service built if 'society recognizes sensed satisfaction of service to be given. By therefore, the quality services today's society cannot be ignored again, even to the extent possible should be adapted to the era of globalization demands.

Keywords : Product quality, service quality, customer value, consumer satisfaction, positive word of mouth.

Approved Supervisor

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