

ANALISIS KUALITAS PRODUK INDIBIZ PT TELEKOMUNIKASI INDONESIA DI WITEL YOGYAKARTA


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Abstrak

Penelitian ini bertujuan untuk mengetahui kualitas produk indibiz PT Telekomunikasi Indonesia di Witel Yogyakarta. Penelitian ini yang menggunakan metode deskriptif kuantitatif. Data primer bersumber dari jawaban kuesioner pengguna indibiz. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan random sampling dengan sejumlah 91 responden. Berdasarkan hasil penelitian keseluruhan, variabel kualitas produk memiliki nilai rata-rata hitung sebesar 3,32 yang termasuk kategori sangat setuju. Berdasarkan hasil penelitian, pada indikator kinerja memiliki nilai rata-rata sebesar 3,33 termasuk kategori sangat setuju, indikator kehandalan memiliki nilai rata-rata sebesar 3,33 termasuk kategori sangat setuju, indikator daya tahan memiliki nilai rata-rata sebesar 3,31 termasuk kategori sangat setuju.

Kata Kunci: *Kualitas Produk*

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***ANALYSIS OF INDIBIZ PRODUCT QUALITY PT TELEKOMUNIKATION
INDONESIA AT WITEL YOGYAKARTA***

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Abstract

This research aims to determine the quality of PT Telekomunikasi Indonesia's indibiz products in Witel Yogyakarta. This research used quantitative descriptive methods. Primary data came from answers to Indibiz user questionnaires. The sampling technique used in this research was random sampling with 91 respondents. Based on the overall research results, the product quality variable has a calculated average value of 3.32 which is included in the strongly agree category. Based on the research results, the performance indicator has an average value of 3.33, included in the strongly agree category, the reliability indicator has an average value of 3.33, included in the strongly agree category, and the durability indicator has an average value of 3.31 included in category strongly agree.

Keywords: Product Quality