

ABSTRACT

This research aims to analyze the influence of product quality and service quality on MyRepublic WiFi customer satisfaction. Product quality in this research includes internet speed, network stability, and conformity with customer expectations, while service quality includes responsiveness, reliability, and empathy from the service provider. The research method used was quantitative with a survey approach, where data was collected through a questionnaire involving 92 respondents which was distributed to MyRepublic customers in the Medan Marelan area. Data processing in this research uses SmartPLS. The data analysis technique uses multiple linear regression to determine the relationship and influence between independent and dependent variables. The research results show that product quality and service quality have a positive and significant effect on customer satisfaction. This research confirms that improving product and service quality can increase customer satisfaction and MyRepublic's competitiveness in the internet service provider industry. Keywords: product quality, service quality, customer satisfaction, MyRepublic WiFi, internet service.

Keywords: *Product Quality, Service Quality, Customer Satisfaction.*