

ABSTRACT

The rapid growth of the services of sector in recent years. Faithful days more and more emerging types of new and innovative services. This type of service that began to grow is the provision of internet access. This thing happens is directly proportional to the needs of the internet will be increasingly higher. This is a challenge for PT Telkom to continue to develop its services by issuing innovation product that is Wifi.id Managing Services to improve the quality of internet service to create satisfaction for the wearer. This research will be conducted to know the quality of service Wifi.id manage service in PT Telkom Bandung.

The type of this research is descriptive causal with quantitative characteristic. With a sample of 100 students of the Faculty of Applied Sciences Telkom University. The model used the Likert scale and using descriptive analysis.

Simple linear regression test obtained $Y = 1,92 + 0,338X$ mean every increase 1 level of service quality will increase customer satisfaction equal to 0,338 time or 33,8%. The correct way to determine the customer satisfaction is 18,6%, the remaining 81,4% (100% - 18,6%) is reviewed by the product, price or other untested factors that may affect the customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Marketing