

## **ABSTRACT**

Research has been tried to analyze the significance factors that give impact or effect to the company customer satisfaction— and that is the focus of this study. The aim of this paper is to analyze which factors from online service quality that gives the most impact to customer satisfaction. Online service quality was measured by five factors: their efficiency, reliability, responsiveness, fulfillment, and privacy.

Online service quality appears to have quite similar dimension to e-service quality in general. Online service quality had deeper dimension about web than have been found in prior research on e-service quality. Service quality that fulfills most of customer requirements has influences on customer satisfaction by reinforcing comprehensive assessment of service quality. Satisfaction occurs when product or service is better than expected. On the other hand, a performance provided worse than expected results with dissatisfaction.

This research is a case study, about Firstmedia.com – a website from ISP Company. This research used Quantitative Method as the main method and Multiple Regression as the analysis model. Descriptive-quantitative method is used in this research and use causal study. Primary data in this research is using questionnaire. Secondary sources such as media reports, industry statistics, and information from company web sites were also collected.

From the results show that the adjusted R square in this research is 0.773. It means that 77.3% of customer satisfaction are affected by efficiency, reliability, responsiveness, fulfillment and privacy of online service quality. While the rest, which is 22.7% of customer satisfaction are effected by others variable which are not included in this research.

With significant value below 0.05 found that efficiency, reliability, responsiveness, fulfillment and privacy have significant influence to customer satisfaction. The Fulfillment dimension of online service quality in firstmedia.com has the lowest score from the customer. Therefore, firstmedia.com must improve their fulfillment dimensions. Firstmedia trough firstmedia.com must improve their fulfillment dimensions accordingly.