

## ABSTRACT

*Growth in the number of Internet users in Indonesia and the penetration of internet users in Bandung is not in line with customer expectation on the quality of services provided fixed internet provider, First Media. This is indicated by the gap between First Media with its customers regarding the quality of service which has been given. Related to this, there should be research on the quality of service First Media Bandung in order to know the level of customer satisfaction.*

*The purpose of this research are measuring how much the customer expectations and perceptions on quality of service First Media using TERRA dimension (Tangible, Empathy, Reliability, Responsiveness, Assurance). In addition, this research also measured how much the customer satisfaction on the quality of service by First Media.*

*The sampling technique of this research using non probability sampling by convenience sampling approach. Methods of data collection was conducted through questionnaires via Google Doc / Google Form with intermediary social media (Twitter, Facebook, Line, and Path) to First Media's customers in Bandung who is currently active subscription and ever interact with its employees. Questionnaires which is distributed, obtained 100 questionnaires were valid. Data processing was performed using Microsoft Excel software and SPSS v.20. The data analysis technique used is descriptive analysis and Importance Performance Analysis (IPA).*

*Based on the results of data processing, it is known customer ratings on 22 attributes 22 attributes and performance expectations indicates that expectations regarding internet services of First Media in Bandung amounted to 91.46% and enter the category of "Very Good", while the perception of the customer is at 57.48 % included in the category of "Bad", and a customer satisfaction rate of 62.07% is included in the criteria "Not Satisfied". Based on the Importance Performance Analysis (IPA), there are four attributes included in quadrant A, which means that must be addressed by the First Media Bandung.*

*Based on the research results, to improve the quality of service, First Media Bandung should fix the aspects based on the results of the analysis of the IPA, i.e.: modernity equipment, the attractiveness of the physical facilities, internet service promotional materials, attention to customer interests and security in the payment of monthly bills.*

*Keywords: Customer Satisfaction, Expectations, IPA, Perceptions, Quality of Service.*