

## **ABSTRACT**

*This study is based on a customer complaint about the services provided by Nethost. This study aims to determine the response of consumers regarding the quality of service and customer satisfaction in Nethost Dayeuh Kolot Bandung.*

*According Wyfock (Tjiptono 2011: 331) is the service quality level of excellence (excellence) expected and control of excellence to meet customer desires. According to Cadotte, et al in Tjiptono (2011: 433) Customer satisfaction is a feeling that arises as a result of an evaluation of the experience of the use of products or services*

*The method used is quantitative method with descriptive research type and causality. Sampling was conducted using probability sampling with simple random sampling of 100 respondents number of respondents. Analysis of the data used is descriptive analysis and multiple linear analysis.*

*Based on the results of the study showed that the quality of service and customer satisfaction included in either category. Quality of service consisting of a variable Physical Evidence ( $X_1$ ), reliability ( $X_2$ ), Responsiveness ( $X_3$ ), Security ( $X_4$ ) and Empathy ( $X_5$ ) jointly or simultaneously affect the Internet Service User Customer Satisfaction Nethost. The amount of influence on the Service Quality Customer Satisfaction simultaneously is 55.1% while the remaining 50.6% is influenced by other factors not examined in this study. Based on t test reliability dimension ( $X_2$ ) and responsiveness ( $X_3$ ) partially affect the satisfaction of the customer, while the dimensions of physical evidence ( $X_1$ ), assurance ( $X_4$ ) and empathy ( $X_5$ ) partially no effect on customer satisfaction. Of the five dimensions of service quality that has the most impact is the dimensions of responsiveness that is equal to 42%, while the dimensions of the collateral has little effect on customer satisfaction that is equal to 0.1%*

***Keywords: Service Quality, Customer Satisfaction, Multiple Linear Regression***