ABSTRACT

The increased competition among cellular operators in Indonesia can be seen from the increasing number of customers which even exceeds the number of people in Indonesia. It is not surprising if the cellular operators continue to compete in order to improve their service quality, including Indosat. This study aims to determine respondents' perception to the aspects of physical evidence, reliability, responsiveness, assurance, and empathy, as well variable of service quality, customer satisfaction, and the influence of service quality to the customer satisfaction.

The method used is quantitative and based on the objectives, this study includes descriptive study with the type of causal investigation. The sampling technique used is incidental sampling with total sample of 384 people. Primary data are obtained from questionnaires and interviews while secondary data are obtained from websites, books, and journals.

The results of the study show that of the five aspects of service quality, aspects of the physical evidence and assurance are in good category with a percentage of 70.42% and 68.14% respectively. While the aspects of reliability, responsiveness, and empathy are in quite good category with a percentage of 60.39%, 59.22%, and 61.28%.

Overall, service quality obtains percentage of 63.89% which is in quite good category and customer satisfaction with a percentage of 59.74% is also in quite good category. Based on the result of hypothesis testing, it is known that $F_{count} > F_{table}$ which means that there is influence of service quality to the customer satisfaction. The large influence of service quality to the customer satisfaction is 0.876 or 87.6%.

Based on the result of a study conducted to the Indosat customers in Bandung in order to improve customer satisfaction, thus service quality aspect to be improved is the aspect of responsiveness especially the initiative of employees to help customers without being prompted.

Keywords: Service Quality, Customer Satisfaction, Indosat.