

ABSTRACT

The use of technology at a time when it is increasingly booming. Technology provides benefits in the realm of knowledge, and also provide convenience for users to access scientific information. Along with the nonprofit technology users grew and Informatics, a new innovation that is munculah fixed broadband high-speed internet network. One of the companies that provide the service of fixed broadband IE PT. Telekomunikasi Indonesia Tbk by issuing a new product named Indihome.

This research aims to know the customer feedback regarding quality of service measured by Tangible, Empathy, Reliability, Responsiveness, Assurance and customer satisfaction is measured by using the service returned, customer will recommend the service to others, the customer will never complain

The method used is the quantitative methods of research in the form of causal studies. Sampling done by the method of probability sampling type of simple random sampling, with the total number of respondents as much as 75 respondents. Then, for the data analysis used the descriptive analysis and simple linear regression analysis.

Based on the results of the descriptive analysis, the quality of service has a value of 61.23% fall into the category fairly, while customer satisfaction has a value of 54% was included in the category is enough. The variable quality of service have significant influence towards variable customer satisfaction. The magnitude of the influence of 23.91%, while the rest was 76.09% influenced by other variables not examined in this study.

Keywords: quality of service, customer satisfaction, Technology