ABSTRACT

The purpose of this study was to examine the effect of service quality (tangibles, reliability, responsiveness, assurance and empathy) on customer satisfaction whether or not the customer is satisfied with the services provided. Indihome which is one of the telecommunications company with a growing number of competitors, the company strives to improve the quality of service and customer satisfaction. This study uses a quantitative research based on techniques of data collection and data analysis. The sampling technique this study using purposive sampling that is part of the non-probability sampling with Likert scale. Then the data analysis techniques using multiple linear regression were processed using SPSS (Statistical Product and Service Solution Moment) version 23.0 for Windows.

Based on the results of data analysis showed regression model $Y = -0173 + 0.069 X1 + 0,449X2 + 0,133X4 + -0,90X3 + 0,178X5$ and the conclusion that the quality of service significantly influence customer satisfaction. Tangible, reliability, responsiveness, assurance, and empathy real effect simultaneously obtained a value of 46 938> 2.31. This shows that H0 and H1 accepted.

Keywords: service quality, customer satisfaction, Indihome Bandung, multiple linear regression