

ABSTRACT

The development of the number and types of internet service providers in Bandung has led to intense competition among providers. Customer satisfaction is the key for Nethost to attract consumers. Perceptions and expectations that are closely related to the quality of services should be improved to create satisfaction for customers.

This research is done to know perception, expectation, and user satisfaction of Nethost internet service. This research is conducted by measuring expectations and perceptions of each indicator on each service quality dimension so that it can perform GAP analysis and Importance Performance Analysis. The results stated that the customer has a good perception and high expectations but have not felt satisfied by the services provided Nethost.

Improved performance that can be seen from indicators of research results that have been submitted and attention to indicators on criticism and suggestions.

Keyword: Customer satisfaction, expectation, Perception, GAP analysis, Important Performance Analysis