

ABSTRACT

In today's technology world, people must be sufficiently knowledgeable and adept at technology. The Internet is one aspect of technology that is widely used by the people in their day-to-day activities. Align with this technology and informatics advancement; internet service provider companies continue to innovate by creating different products such as fixed broadband internet and high-speed internet network. PT Telekomunikasi Indonesia, Tbk., is one of the companies providing this fixed broadband internet to the consumers under the Indihome brand.

This research aims at finding out the respondents' response to the service quality provided particularly in its reliability, responsiveness, assurance, empathy, tangible evidence, and customer satisfaction level, and describes the relationship of each dimension of service quality with the customer satisfaction level.

The method employed is quantitative, and the type of research is correlational study. The sampling was taken using non-probability sampling technique with 400 respondents obtained from the distribution of questionnaires. The data were analyzed using descriptive analysis and double linear analysis.

Based on the descriptive analysis results, the score of service quality is 81.38%, and this is classified as good, as for the score of 74.54%, service quality is also classified as good. Based on the t test results, the value of the reliability dimension is the lowest score of all service quality dimension, while assurance got the highest score.

The service quality variable affects 62.5% to the customer satisfaction level of Indihome in Karawang, while the rest 37.5% was affected by other factors outside the research. The firm have to improve the reliability dimension because it has the highest influence to the customer satisfaction in Indihome Karawang.

Keywords: service quality, customer satisfaction, Indihome Karawang