

ABSTRACT

The increasing number of providers of fixed broadband internet in Indonesia makes it increasingly difficult for consumers to choose which services they need. In order to provide the best services and services to consumers, Indihome cannot only focus on developing its products but the company must also pay attention to the services provided so as to generate satisfaction with the products and services that have been provided. Today, the development of technology among Generation Z (Gen-Z) or generation among teenagers is very rapid. They started using internet-based services in their daily lives, one of them was Indihome services. In general, customer satisfaction is a level where product performance estimates are in line with buyer expectations. The object used in this study is all Z-Generation Indihome customers. Data collection was obtained through distributing questionnaires to 100 people. Sampling in this study using convenience sampling is to take samples in accordance with the provisions or requirements of the sample of a particular population that is most accessible or obtained. Data analysis in this study uses descriptive analysis.

Keywords: Indihome, Fish Bone, Satisfaction, Generation Z