

ABSTRACT

The development of telecommunications and information is very promising business opportunities for the interesting one is the internet. One of the business opportunities with the development of the internet is an internet Service Provider industry. PT. Inovasi Tjaraka Buana is the management company "MyNet", a service provider in internet that was built in 2013. In running business MyNet can have complaints from customers . To maintain and improve the quality of the service to the customers MyNet need to examined about several factors that serve as basis for to increase gratification for customers in the face of competition industry internet services , this of course so the customer mynet fixed satisfied to use the internet.

The research was conducted by the influence of service quality assessment which includes the tangible , reliability , responsiveness , assurance and empathy to customer satisfaction . Data collection method done through the distribution of email and the application of the social media with 300 samples from those who have used mynet . Analysis techniques used the descriptive analysis and simple linear regression analysis.

Base on result of data processing, MyNet's Service Quality obtains 73,4%, in which it is classified as decent. The highest percentage is in Tangible, Responsiveness and Assurance dimensions that get the same result of 75% indicating that the quality of MyNet service is well valued by the customer. While Customer Satisfaction variable is in good category with percentage 74%.

Meanwhile, based on result of hypothetical test, the influence of Service Quality variable upon Customer Satisfaction evidently has a significantly positive result upon Customer Satisfaction. Based on author's result of study, author suggests MyNet company to improve service quality continuously especially for empathy issue. Therefore, it can improve customer satisfaction greater.

Keywords: *Service Quality, Customer Satisfaction*