

ABSTRACT

Customer satisfaction has an important role in a company that aims to get loyal customers to the company itself, here the author conducts research on customer satisfaction through the quality of services implemented by Infomedia Indihome. Infomedia is one of the companies in the Telkom Group which is engaged in telecommunications which specializes as a bridge of communication between business people and information channels for customers. In this modern era the internet from time to time is growing, internet service providers are also increasing, so with that Infomedia Indihome needs to improve the quality of its services so that customers can be loyal to Indihome products. The purpose of this research is to find out how satisfied Indihome customers are with the services that Infomedia does through quality services. This type of research is quantitative research with the number of respondents as many as 100 people who are all consumers of Infomedia by taking samples using the Importance Performance Analysis (IPA) method with the help of SPSS Version 23. The results of this study indicate that the level of consumer expectations at PT Infomedia Nusantara with a percentage of 86.5%. While the reality received by Infomedia consumers with a percentage of 90.3%.

Keywords : Customer Satisfaction, Quality Services, IPA Methode