

Abstract

West Java is a province that has a fairly high attractiveness in online games, especially in three cities in West Java such as Bandung, Bekasi and Bogor. The large number of online game players opens up cafe business opportunities specifically for online games where many internet cafe entrepreneurs change their business form to an Online Game Station or Net Game business. The increasing popularity of online games among young people, of course, is a lucrative and potential business opportunity. Competition between online gaming internet cafes in the area where the Nemesys Gaming Center is quite high has caused a decline in consumers from 2018-2019. This reduction applies to both regular consumers, members and packages. The purpose of this study was to determine the level of service quality from the Nemesys Gaming Center and the level of customer satisfaction from the Nemesys Gaming Center and to determine the effect of service quality on customer satisfaction at Nemesys Gaming Center. The research method used is quantitative methods using simple linear regression analysis with data collection techniques through questionnaires and using validity and reliability tests. The results showed that the variable service quality has a positive and significant relationship with online gaming consumer satisfaction at the Nemesys Gaming Center Internet Cafe, this means that the higher the level of service quality can increase customer satisfaction. Keywords: Service Quality, Customer Satisfaction