ABSTRACT

In service companies generally use service quality as a benchmark as a material for future evaluation. One way to measure customer satisfaction is to use sentiment analysis to classify customer opinions on service quality into very satisfied, satisfied, moderately satisfied, dissatisfied and very dissatisfied classes. So that it is obtained how much customers are satisfied or dissatisfied with Indihome's services based on very satisfied, satisfied, quite satisfied, dissatisfied, and very dissatisfied opinions.

The purpose of this study was to examine the quality of service using the dimensions of *tangible, reliability, responsiveness, assurance,* and *empathy.* Are Indihome customers satisfied or not with the services that have been provided. Indihome is a product of one of the telecommunications service companies, namely PT. Telekomunikasi Indonesia (Telkom). With so many competitors, Telkom continues to strive to improve service quality and meet customer satisfaction.

The method used in this research is descriptive quantitative, data collection techniques by distributing questionnaires to 100 respondents. The analysis of the discussion used is by using the method *Importance Performance Analysis.* The results of this study are the quality of IndiHome services, it is found that the level of expectation is 80.53% which means "High" and the reality level is 78.71% which means High. Based on the results of the calculation of the service quality score which includes the dimensions of *tangible, reliability, responsiveness, assurance, and empathy* in this study, it can be seen that some of the best items are in quadrant B and with the *importance performance analysis* there are still several items that must be improved and service quality maintained.

Keywords: Service Quality, IndiHome Bandung, IPA