

ABSTRACT

In this technological era, the use of the internet is growing. Many internet service providers offer their products to support the continued use of the internet, which is increasingly needed. For example, Indihome is one of the providers that many Indonesians choose. By doing good service, it is expected that the quality of service can be increased and customer complaints can be suppressed so that customer satisfaction can increase.

The purpose of this study was to examine and determine the effect of service quality on customer satisfaction for Indihome ISP service users. The data obtained in this study were through the distribution of questionnaires and analysis of quantitative data. As for the analysis tool used with the help of SPSS version 25.

Sampling was carried out using a non-probability sampling method using a purposive sampling method with a sample of 130 respondents who subscribed to Indihome ISP services. The analytical method applied in this research is descriptive analysis test and simple regression analysis.

Based on the results of descriptive analysis shows that the service quality variable (X) is included in the good category with the acquisition of a percentage value of 72.73% and customer satisfaction is included in the good category with the acquisition of a percentage value of 73.06%. Based on the results of the study, it showed that service quality had a partial effect on consumer satisfaction with the magnitude of the effect of 77.1%, the other was influenced by other variables not examined in this study.

Keywords: Service Quality, Consumer Satisfaction, Indihome