

## **ABSTRACT**

*There are so many internet service providers in Indonesia, one of which is Indihome which is the internet service provider with the largest number of customers in Indonesia. One of the Witel providers for Indihome Indonesia is Witel Tangerang which covers the Tangerang and South Tangerang areas. Indihome Telkom (Witel) Tangerang area received the title of Best Customer Experience in TW-1 2020, but not in TW-2 to TW-4 in the same year. This indicates that there are problems or declines in three aspects, namely handling complaints, handling disturbances, and also customer satisfaction. Based on this phenomenon, this study aims to examine the effect of service quality on customer satisfaction by handling customer complaints as an intervening.*

*The research method in this research is quantitative. The sample of this research is 100 users of Indihome Witel Tangerang. sampling technique used was probability sampling with purposive sampling. The data obtained were then analyzed descriptively and using software the SmartPLS 3.0*

*The results of the descriptive analysis of service quality and customer complaint handling variables are said to have a good category while the customer satisfaction variable is said to have a bad category. Based on the analysis of this research, it was found that service quality has a positive and significant effect on customer satisfaction compared to the effect of service quality mediated by handling customer complaints on customer satisfaction. This means that, if you want to increase customer satisfaction, then Witel Tangerang needs to improve service quality and pay more attention to how to handle customer complaints.*

*Keywords: Service Quality, Customer Satisfaction and Handling Customer Complaints*