

ABSTRACT

This research was conducted based on data on the increase in internet users in Indonesia which provides opportunities for internet service provider companies, namely PT Indonesia Comnets Plus (ICON +) which is a subsidiary of PT PLN (Company) engaged in telecommunications services.

This research uses quantitative methods using descriptive analysis, using Structural Equation Modeling (SEM) analysis techniques using SmartPLS 4.0 software. The sampling method used is non-probability sampling with purposive sampling with a total of 100 respondents. Based on the results of descriptive analysis of this study, it can be concluded that respondents' responses regarding service quality variables, product quality, customer satisfaction, and handling customer complaints are in the good enough category.

The results of this study based on the classification of questionnaires, namely there were 124 respondents from the questionnaires distributed, a total of 100 valid questionnaires and a total of 24 invalid questionnaires. The results of this study lead to respondents' responses regarding service quality variables (x1), product quality (x2), customer satisfaction (Y) and handling customer complaints (z). The results of the SEM-PLS analysis are service quality and product quality which have a significant and positive effect on customer satisfaction mediated by handling customer complaints.

Keywords: Service Quality, Product Quality, Customer Satisfaction, Customer Complaint Handling, Iconnet