

Abstract

Intensity of Pay-TV business competition obliges companies to notice whether their customers satisfied or not, if customers satisfied, then the satisfaction should be maintained, otherwise, the satisfaction should be improved. One way to increase customer satisfaction is to improve the services quality. Through rumahpengaduan.com, it was known that Indovision get higher complaints compared to others, and then a conducted pilot study gave results that 13 of 20 Indovision customers were not satisfied, based on this background, this study was conducted.

This study aimed to determine the influence of SERVQUAL on Indovision Bandung Area Customer Satisfaction,. The analysis focused on the SERVQUAL dimensions as independent variables, namely: Tangible, Empathy, Reliability, Responsiveness and Assurance, and Customer Satisfaction as dependent variable. The analytical tool that used was Path Analysis. Total respondents were 100 respondents.

The results of this study showed that SERVQUAL of Indovision gives influence on Customer Satisfaction simultaneously, and only Tangible, Reliability and Assurance gave influence on Customer Satisfaction partially. To improve their customer satisfaction, some ways can be done such as keep their brand reputation good, maintain employee's competence, ensuring completeness of physical facilities & employee on duty, clarity of offered information, accuracy of administration and keep to fulfill promised service.

Keywords: SERVQUAL; Customer Satisfaction; Indovision; Path Analysis.