

ABSTRACT

Progress in science, technology and communication played a role in increasing the intensity of competition because it gives customers access to more information about the various products and services offered, especially in the field of internet services. Internet had already become a means of assisting human activities to obtain information.

The aim of this study is to determine the quality of service and customer satisfaction that is given by Plasa Telkom Setiabudi. In addition, this study also elaborates the simultaneous and partial effect, both directly and indirectly, of the service quality to customer satisfaction.

The methodology used is descriptive method using primary data which was obtained with questionnaires distributed to 370 respondents. The sampling technique used is convenience sampling. The collected data were processed using path analysis to test the hypothesis. Moreover, analysis using linear continuum line is also conducted to find out the quality of service and customer satisfaction.

The results of this study indicate that the quality of Internet services at Plasa Telkom Speedy is in the excellent category with a percentage of 84.72% and customer satisfaction at Plasa Telkom Speedy Internet Setiabudi also included in the excellent category with a percentage of 84.76%. Although the results of measurements of quality of service and customer satisfaction has been relatively high, Plasa Telkom Setiabudi still have to do the repair or improvement of the quality of service on subvariable reliability, in this case Plasa Telkom Setiabudi should improve the service that is accurate, quick, and satisfying the customers as well as improving the performance of employees especially the front liners.

Keywords: Quality of Service, ServQual, Customer Satisfaction