

## **ABSTRACT**

*The Internet is the development of technology that is very useful in everything that smells with telecommunications and information, a technology that can be said as a necessity at this time that almost every human population is its use. With the existence of a perceived need by internet users is necessary, making many companies associated with internet network that stands today called ISP (Internet Service Provider), especially in Indonesia in the competition to get as many customers, the war service must be happen. This study aims to determine how the quality of service and satisfaction on Triple Play services by First Media and how much influence the quality of service to customer satisfaction on the use of Triple Play services owned First Media partially and Simultaneously.*

*This research was conducted on Triple Play service owned by First Media using service quality as independent variable divided into five sub-variables namely Tangible, Emphaty, Reliability, Responsiveness, and Assurance. Then for the dependent variable in this study is customer satisfaction.*

*This study is a quantitative study involving 400 respondents as a sample. How to collect data is done by distributing questionnaires using five likert-scale points. The technique of stastical analysis is descriptive analysis and multiple linear regression analysis for hypothesis testing using SPSS for windows v.23 for data processing.*

*The results showed that the quality of service is in the category of agree and customer satisfaction is in the category quite agree. Partially the promotion of Reliability and Responsiveness have a significant effect on customer satisfaction, but Tangible, Emphaty and Assurance have no significant effect on customer satisfaction. The result of coefficient of determination test obtained value 47,2% influence of promotion mix to decision of purchase while the rest 52,8% influenced by other factor which not in carefully in this research.*

*Based on the research results, Triple Play service on First Media should improve the quality on Tangible, Emphaty, and Assurance and maintain Reliability and Responsiveness.*

***Keywords: Service Quality, Customer Satisfaction, Triple Play, First Media***