

ABSTRACT

Along with the development of technology, it makes it easier to access all the information needed by society. Technological developments not only change human lifestyles from generation to generation but can also change perspectives and ways of thinking. In this study applying the problem in the form of E-Service Quality in the MyIndihome Application (Study of Users of the MyIndihome Application in Bandung City in 2019). The purpose of this research is to find out the application of e-service quality in the MyIndihome Application. The types of e-service quality dimensions in this study using the theory of Zeithaml et al., In Tjiptono and Chandra, namely efficiency, fulfillment, reliability, privacy, responsiveness, competence, and contact. Type of Quantitative Research with Descriptive method by taking respondents sample totaling 100 users of the MyIndihome application and data analysis techniques used are the method of the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The result of a research with the Customer Satisfaction Index (CSI) method gained a 83.11% yield which means it is very satisfied. There is a statement that needs to be improved which is the service features provided already meet the needs of the user (P3), security system Application Secure MyIndihome (P8), and cost affordable MyIndihome application (P13).

Keywords: *E-Service Quality, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)*