

ABSTRACT

Service is an act or performance offered by one party to another party without causing any transfer of ownership. According to Tjiptono, any service users achieve satisfaction based on delivery of services, and they also make judgments about the quality of services. This research is to identify the level of influence the quality of services toward satisfaction.

This research was conducted in Bandung, toward the prepaid mobile telecommunication IM3 PT. Indosat users. The study uses 100 people as a sample. The Sampling method used in this research is non probability and using a convenience sampling as the technique. This research is using a questionnaire consisted of demographic data, quality of service as well as customer satisfaction questionnaire as an instrument. The Linear regression is used as the data analysis technique.

The result indicates that the quality of service simultaneously had a significant positive effect on customer satisfaction that is equal to 47.7%. Based on the results of the t test, result explains that Speed, Accuracy, Reliability, Security, Simplicity and Flexibility partially or individually had significant effect on customer satisfaction. While Availability partially or individually did not have a significant effect on customer satisfaction.

Keywords: Quality of Service and Customer Satisfaction.