

## **ABSTRACT**

Service has become the most important factor in service companies. One of important part of service is service quality. Service quality is measure of how well the service level delivered matches customer expectations. IndiHome is telecommunication product of PT. Telekomunikasi Indonesia. Tbk (Telkom Indonesia). Telkom Indonesia is telecommunication company and network service provider in Indonesia. IndiHome's customer in Bandung increasing every month with 10,007 in first 9 months. The aim of this research is to examine the impact of service quality towards customer satisfaction. An online survey has been published and 400 valid at of questionnaires has been analyzed. Quantitative-Descriptive analysis, causal study, and multiple regression analysis have been used during the study. This research found that service quality has significant positive impact to customer satisfaction partially, and Tangibility, Reliability, Responsiveness, Assurance, and Empathy has significant positive impact to customer satisfaction simultaneously. The study also found that the value of Adjusted R square is 0.615. It means that 61.5% customer satisfaction is explained by the independent variable

**Key words: Service Quality, Customer Satisfaction.**

