

ABSTRACT

The high number of Internet subscribers in Indonesia affects the community's need for an internet connection to support daily activities such as fixed broadband internet subscribers. Fixed broadband internet in Indonesia has various service brands, one of which is Indihome where Indihome in Indonesia has the highest number of subscribers compared to its competitors. However, there are problems regarding Indihome services that customers complain about in terms of e-service quality of Indihome services.

The purpose of this study was to determine the effect of e-service quality with efficiency, fulfillment, system availability and privacy sub-variables on customer satisfaction of Indihome fixed broadband services.

This study uses a descriptive quantitative method using a population of Indihome fixed broadband service subscribers in Indonesia, namely 8.7 million subscribers. The sampling technique in this study was simple random sampling with a total sample of 350 respondents. The analysis technique used is multiple linear regression with partial and simultaneous hypothesis testing.

The results of the study found that there was no partial significant effect between efficiency on customer satisfaction, while there was a partial positive and significant effect between fulfillment, system availability and privacy on customer satisfaction. But simultaneously there is a positive and significant effect of e-service quality on Indihome customer satisfaction.

Based on the results of research on the privacy dimension which is the dimension with the highest value and has a very strong influence on customer satisfaction, the researchers suggest Indihome fixed broadband service providers to continue to strive to protect customer data such as banking data, customer personal data, customer access history, and customer telephone numbers to other parties, because Indihome fixed broadband customer satisfaction is dominated by these factors. So managerially or practically, Indihome's management must continue to pay attention and always improve customer privacy guarantees.

Keywords: *Customer satisfaction, Electronic service quality, Fixed broadband, Indihome*