

ABSTRACT

Customer service in business is one of the key factors that distinguish a company's success or failure. Optimal customer service involves effective communication between customer service representatives and customers. This study aims to measure the influence of customer service interpersonal communication on customer satisfaction at Biznet Branch Jembrana Negara. The research employed a quantitative method with a causal approach. Data were collected through an online questionnaire involving 150 respondent selected using purposive sampling from the population of active Biznet internet service users in 2024. Data analysis was conducted using simple linear regression with IBM SPSS 26. The results showed a correlation coefficient of 0.808, indicating a very strong relationship between interpersonal communication and customer satisfaction. Customer service interpersonal communication (X) has a significant and positive effect of 65.2% on customer satisfaction (Y) at Biznet Branch Jembrana Negara, while the remaining 34.8% is influenced by other factors not covered in this study.

Keywords: interpersonal communication, customer service, customer satisfaction, internet service