

## ABSTRAK

**Heinrich Arlawel Mangatur (1102848) “Pengaruh *Service Quality* terhadap *Customer Satisfaction*”** (survei terhadap pelanggan IndiHome pada Forum Indonesian Dota 2 Player di Steam)

Permasalahan yang dikaji dalam penelitian ini adalah turunnya tingkat kepuasan pelanggan IndiHome. Permasalahan ini harus segera di atasi karena jika tidak, IndiHome akan semakin tidak diminati dan dapat mengakhiri perusahaan itu sendiri.

Penelitian ini bertujuan untuk mengetahui gambaran kualitas pelayanan (*service quality*) dan kepuasan pelanggan (*customer satisfaction*) serta bagaimana pengaruh *service quality* terhadap *customer satisfaction* pada IndiHome. Aspek atau variabel yang diteliti dalam penelitian ini meliputi dua hal, yaitu *service quality* dan *customer satisfaction*.

Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan metode *explanatory survey*, yaitu metode survey untuk menjelaskan hubungan antar variabel-variabel melalui pengujian hipotesis. Populasi dalam penelitian ini berjumlah 46.467 dan sampel berjumlah 100 responden. Teknik analisis data yang digunakan yaitu analisis koefisien korelasi *pearson product moment* dan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa *service quality* pelanggan IndiHome pada Forum Indonesian Dota 2 Player di Steam berada pada kategori sedang dan juga *customer satisfaction* berada pada kategori sedang. Hasil perhitungan koefisien korelasi variabel *service quality* memiliki hubungan positif dengan klasifikasi sedang terhadap *customer satisfaction*. Hasil perhitungan analisis regresi berganda diketahui bahwa *customer satisfaction* dipengaruhi oleh *service quality* sebesar 19,98%, sedangkan sisanya yaitu sebesar 80,02% dipengaruhi oleh faktor-faktor lain yang tidak diteliti oleh penulis. Untuk meningkatkan *customer satisfaction*, pihak IndiHome hendaknya meningkatkan kualitas jaringan, meningkatkan *website and information support* perusahaan seperti *website accessibility*, *user-friendly interface* dan *information accuracy*, lalu menjaga tingkat kepuasan pelanggan dengan kinerja *customer service and technical support* yang lebih baik.

**Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan**

## **ABSTRACT**

**Heinrich Arlawel Mangatur (1102848) "Impact of Service Quality towards Customer Satisfaction"** (survey on customers of IndiHome at Indonesian Dota 2 Player Forum in Steam)

*Issues examined in this study is the decreasing of user level of IndiHome. This problem should soon be overcome because if not, the demand of IndiHome will eventually decrease and would end the company itself.*

*This study aims to describe service quality on customer satisfaction and how the impact of service quality on customer satisfaction of IndiHome. Aspects or variables examined in this study include two things, namely service quality and customer satisfaction.*

*This research uses descriptive and verificative with explanatory survey method, which means the method of survey to describe the relationship between variables through hypothesis testing. The population in this study is counted to 46,467 and a sample of 100 respondents. Data analysis technique which used is the analysis of Pearson Product Moment correlation coefficient and simple linear regression analysis.*

*The results showed that service quality of IndiHome based on Indonesian Dota 2 Forum in Steam is located in the middle category and so does customer satisfaction which is located in the middle category too. The result of correlation shows that customer satisfaction variable has positive relation with middle classification toward service quality. The calculation results obtained by multiple regression analysis shows that service quality can affect customer satisfaction by 19.98% while the remaining 80.02% of the variable customer satisfaction by other factors not examined. To increase the customer satisfaction, IndiHome should consider to improve their network quality level, improve company websites and information support, such as website accessibility, user-friendly interface, and information accuracy, lastly maintain the satisfactory level with better customer service and technical support performance.*

**Key Word: Service Quality, Customer Satisfaction**