

**ABSTRACT**

**CUSTOMER SATISFACTION ANALYSIS OF INTERNET SERVICE  
QUALITY  
(Case Study On Internet Cafe Business in Gedong Meneng Village,  
Bandarlampung)**

**By**

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Internet cafes or commonly abbreviated as net cafe is a unit of privately owned profit-oriented business organizations which is engaged in telecommunications and information services. The rapid growth and sharp competition makes internet cafe business compete to provide the best services to satisfy customers.

Problem faced by internet cafe business located in Gedong Meneng village, Bandarlampung is fluctuation on their customer visits. Based on the provided background, the problem which will be dissolve are “whether services quality such as: tangible, empathy, responsiveness, reliability and assurance provided by internet cafes located in Gedong Meneng village, Bandarlampung describe consumer satisfaction level?”.

This study aims to determine customer satisfaction level over services quality such as: tangible, empathy, responsiveness, reliability and assurance provided by internet cafes located in Gedong Meneng village, Bandarlampung.

Research method used in this research is descriptive method. The population in this research are unknown that the determination of samples are taken by non-probability sampling techniques, namely purposive sampling (judgemental sampling). Samples are determined as much as 20 times of it independent variables, thus, the sample size in this study amounted to 100 respondents.

The analytical tool used in this study is a qualitative analysis and quantitative analysis using importance – performance analysis.

Based on the calculation and the discussion that has been done, it can be concluded that the average value of the average customer satisfaction level ( $\bar{X}$ ) on the performance of internet services on the Internet cafe located in Gedong Meneng village, Bandarlampung amounted to 0.830. The average value of the average level of customer interest ( $\bar{Y}$ ) on the performance of internet services on the Internet cafe located in Gedong Meneng village, Bandarlampung amounted to 0.855. The concordance average value of importance and performance satisfaction level is amounted to 97.423%. This means services quality such as: tangible, empathy, responsiveness, reliability and assurance which are being applied by Internet cafes located in Gedong Meneng village, Bandarlampung describe the consumer satisfaction level.

Internet cafe business located in Gedong Meneng village, Bandarlampung generally have been able to satisfy their customer interests, even though it still needs to note of improving the service quality performance of the variables that needs special attention due to the importance of those variables being considered and have not yet in accordance with internet café's customer expectations, diverting service priority that is considered less important but the implementation of the services provided is very good and exceeded expectations towards services which was considered important to the customers but receive less attention and also maintaining the services quality that are already in accordance with customer expectations.