

ABSTRACT

The internet as one of the communication services allows people to always be connected and share informations instantly without limitation of space and time. In this regard, social media as a forum to express opinions, criticisms and suggestions is an important means for internet service providers. In this study the @IndosatCare twitter account was used as the research object. This research is based on the existence of the requirements for excellent customer service.

This study aims to measure the level of influence between service quality and customer satisfaction in customer complaints service at Indosat Ooredoo Twitter account.

The data collection method used is an online questionnaire distributed to Indosat customers through mentions on Twitter. The data analysis technique uses descriptive analysis. Data analysis is conducted with multiple linear regression methods with validity and reliability tests performed preceding this analysis. Hypothesis testing is done by using t test, F test and coefficient of determination test.

Through descriptive analysis, it was obtained that respondents' responses were at the percentage level of 73.64% for service quality and 72,9% for customer satisfaction. The results of the study state that there is a significant partial influence between the independent variables of service quality towards the dependent variable with reliability variable as its most influential one. Simultaneously all independent service quality variables are stated to have a significant effect on customer satisfaction. The Coefficient of Determination Test results state that the independent variables used in the study are able to interpret the dependent variable by 69.8% while the rest is at 30.2% are interpreted by unknown variables in which this research does not take into account.

Keywords: Customer Satisfaction, Service Quality, Social Media.