

ABSTRACT

This research evaluates the service quality of PT Arana Teknologi Indonesia, an Internet Service Provider (ISP) that often faces customer complaints concerning connection instability, slow response to issues, and a lack of product innovation. The topic holds significant relevance, as service quality plays a vital role in shaping customer satisfaction and loyalty in the highly competitive ISP industry. The study employs the Service Quality (SERVQUAL) framework, which encompasses five primary dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Using a quantitative method, questionnaires were distributed to 134 customers from various regions in Indonesia. The validity test confirmed that most items met the criteria ($r > 0.3$), while the reliability test produced a Cronbach's Alpha score of 0.935, indicating excellent consistency. Gap analysis results show that all dimensions received negative scores, with reliability and responsiveness being the lowest. The Cartesian diagram identifies service timeliness and promptness in complaint resolution as the primary areas needing improvement. The findings offer strategic recommendations for enhancing overall service quality and provide valuable input for managerial decision-making aimed at fostering greater customer satisfaction and long-term loyalty.

Keywords: *Service quality, ISP, SERVQUAL, validity, reliability, customer satisfaction, PT Arana Teknologi Indonesia.*