

## **ABSTRACT**

The increasing of society enthusiasm to usage of internet service activities have raced increase the amount of internet service provider company. In this case the customer progressively easy to chosen which the company providing the best service quality.

In this research is focussed at the assessment service quality of internet service provider in perception PT. Wijaya Lintas komindo customer. Assessment of service quality used a conjoint analyse method with measuring correlation combination between service quality dimension. The dimension to accurate are tangible and competence and also courtesy. Attribute from dimension tangible are accessing internet and room access the internet. Attribute from competence and courtesy are self service, interpersonal service, and full service.

The result of research showed that there was dimension of competence and courtesy gave most importantly dimension assessed by PT. Wijaya Lintas Komindo customer with the value yielded 0.5985. Although dimension tangible furthermore next consideration with the value yielded 0.4015.

For the dimension tangible, attribute of full service represent the most dominant attribute with the value yielded 0.900, followed the attribute interpersonal service and self service, each value yielded - 0.375 and - 0.525.

The Factor to become special attention to produce the service quality are managing evidence of service quality, educating customer about service, grow the culture of quality, and develop the information systems of service quality.