

ABSTRACT

This study discusses how the quality of service Telkom Speedy in Bandung according to the expectations and performance of consumers with minimal use for 2 months. With consideration, in the second month subscription price and quota given was appropriate standard. No bonus or promotion of Telkom Speedy.

The research sample of 400 respondents. Obtained through questionnaires given to customers who visit Plasa Telkom Speedy Telkom and online by means of GoogleDocs. The questionnaire contains 14 questions about expectations and performance Telkom Speedy service. Criteria for service in this study using the Quality of Service, while the data in this study were analyzed by using Importance-Performance Analysis.

From the results of the research output, the value of Telkom Speedy customers' expectations as much as 79.06% with good criteria. While the value of Telkom Speedy performance perceived by the customer as much as 68.60%, also with good criteria. From Cartesian diagram on Importance-Performance Analysis, there are 8 sub-variables in quadrant II indicates Telkom Speedy is good in providing services. Then the five sub-variables in quadrant III, showed there are still obstacles on the network, but it still gets the tolerance of the customer. Meanwhile, in quadrant IV there is one sub-variables that indicate there are service Speedy deemed redundant by the customer. In the future, Telkom Speedy should be able to improve the quality of its services, to reduce the perceived constraints and content customers are given better targeted so as not excessive.

Keywords: Service Quality, Customer Satisfaction, Importance-Performance Analysis, Quality of Service