

ABSTRACT

The call center industry is one of the supporters of the telecommunications industry. Call Center 108 as the only service provider telephone and address in Indonesia, attempt to maintain the quality of performance to customer satisfaction. Early observation by interviewing 30 respondents who had used the Call Center 108 once or more. In this research there were five dimensions of service quality, reliability, responsiveness, assurance, empathy, and tangible but did not discuss about tangible dimension because in previous research considered to have no role in the research call center. The purpose of research is to determine the level of user satisfaction on the quality of Call Center 108 West Java area.

This type of research used in this research is quantitative and descriptive. Sampling study was conducted using probability sampling, with a sample size of 100 respondents. Then, for the data analysis used analysis of customer satisfaction index and analysis importance performance analysis (IPA).

The responses of respondents about expectations of service users Call Center 108 is very important with a percentage of 86,81%. While perceptions of service users Call Center 108 is good with a percentage of 78,14%. Results of the analysis of user satisfaction level is not satisfied with the value of 0.90 which service performance based on user perception is lower than expectations. There are 7 aspects that should be improved in order to increase user satisfaction on service quality Call Center 108. The necessity call center 108 to maintain the quality of services at the level of user satisfaction which are within the criteria are not satisfied, and improvement in the update data phone number and current address, more attention in giving timeliness awaiting the promised, alertness agents to respond more improved, listen carefully to what requested by the user and deliver information to the user with clear and precise, advanced agent training on the mastery of knowledge products, services, and agent performance more monitored in the process of delivering information to users.

Key Words : Importance Performance Analysis (IPA), Service Satisfaction, Service Quality