

## ABSTRACT

Speedy at Central Jakarta in 2014 experienced a high number of complaints which is reach 7.65% of the number of subscribers. Though Jakarta is a business center which desperately need good internet service. Purpose of this study was to determine indicators of customer satisfaction that needs to be upgraded from a variable *Service Quality* and *Connection Quality*.

This research will be conducted through customer satisfaction measurement of variables *Service Quality* and *Connection Quality* which is each variable has an indicator: *Speed, Accuracy, Availability, Simplicity, Flexibility, Reliability, Security*. This study uses a IPA (*Importance Performance Analysis*) matrix analysis.

Methods of data collection is using questionnaires in Central Jakarta for customers who already subscribe to Telkom Speedy. Questionnaire derived from indicators *Service Quality* and *Connection Quality*. The data of this study has 400 respondents which would be processed using *SPSS analysis tools 15*.

Based on the results of data processing, it is known that the Speedy customer satisfaction in Central Jakarta there are indicators that are not give satisfaction. The indicators for *Service Quality* is variable Speed and Reliability, and the indicators for *Connection Quality* is variable Availability and Reliability which is marked in quadrant A.

Based on the research results, to improve customer satisfaction, Telkom Speedy need to give priority to repair their *Service Quality* and *Connection Quality*, the indicators that marked in quadrant A, for example, accelerate service activation process, and improve the Internet connection to be more stable so that customer satisfaction can be achieved.

*Keywords: Cartesian diagram, customer satisfaction analysis, Telkom Speedy*