

## **ABSTRACT**

The real-time information and can access in everywhere that human needs has become a priority. WiFi is a technology that allows people to access the Internet without using wires. Telkom Indonesia launched a WiFi service that is @wifi.id which have cooperated with many institutions both from the fields of business, government, education as well. No exception at the University of Telkom which have an access point @ wifi.id as much as 292 points. This study was conducted to determine the factors of quality of @ wifi.id in Telkom University.

This research use a Quality of Experience as a variabel with Quality of Effectiveness, Usability, Quality of Efficiency, and Context as the sub variable used. Quantitative study with a descriptive approach involves 100 students at the Telkom University as respondents who distributed the questionnaire as much as 57 point statement using judgmental sampling technique.

The result is, @wifi.id quality based user perception are in good category, produce ten factors, including Context, Device Effectiveness, Security, Network, Service, Quality of Application, Technological Context, Device Efficiency, Billing, and Interface, and Context factor is the dominant factor of QoE in @ wifi.id. Suggestion for the @ wifi.id of improving the quality of the context factors by improving network quality and increase access point unreached. In addition further research can do research with other sub variables and more number of respondents.

Keyword: Factor Analysis, Quality of Experience (QoE), Quality, WiFi, @wifi.id