

Abstract

In the development of the modern world and the current globalization, the need for communication has become very important for any community. Almost the entire line of tangent and even life are dependent on communication with the use of telecommunications services, and with the society the higher the mobility, telecommunications provider into one of the mandatory requirements of the community. The purpose of this research is to know the performance, expectations, as well as the level of satisfaction of consumers about product attributes on the internet data package perdana tri (study of young people in Bandung).

This research is quantitative research. The sample collection was done by spreading the questionnaires, using the method of purposive sampling to 384 user internet data package perdana Tri. This research method using Importance performance Analysis (IPA) to assess the importance of various attributes are relevant and the level of the company's performance on each attribute. The results of the research performance of companies Tri given to customers about product attributes was 60.5%. Expectations of consumers regarding product attributes on the internet data package perdana Tri (studies on young people in Bandung) is 70.3%. Based on the analysis of level of satisfaction satisfaction assessment in the category are not satisfied because it has an index of 0.86. Results of Importance Performance Analysis (IPA) there are 5 (five) product attributes that should be fixed by Hutchison 3 Indonesia in Bandung area.

Keywords: Analysis of Customer Satisfaction, IPA, Product Attributes.