ABSTRACT

Technology has developed very rapidly. It has also expanded into the information technology and telecommunications. As the increasingly rapid technological developments in the field of information and communication technologies, the needs of the community to get the services that are practical, easy, and efficient increases. The needs of the customer (user) which will increase information and communication services such as Internet (data), telephone (voice) and television led to the need for a device that supports all of the request. As the largest telecommunications company in Indonesia PT. Telkom respond to market demand by releasing "Indihome". IndiHome itself is a triple play product that brings Internet, telephone and TV channels in one package and one price.

Along with its growth Indihome, some problems arise and must be swiftly served PT.Telkom to retain customers, based on available data customer churn rate of more than 2000 customers throughout 2015, For that the author interested to research the quality of service according to the customers of IndiHome and the manager of PT.Telkom

The purpose of this research is to reveal and compare the SERVQUAL dimensions from the customers' and the managers' perspectives, and to examine their effect on customer satisfaction and business performance, especially, in IndiHome Jabar Tengah Area (Bandung).

The author delivered 200 questionnaires to customers from which 190 were valid and useable for data analysis. For the managers' sample, the author delivered 9 questionnaires to managers who responsible for the service IndiHome in Bandung Area. The author tested the theoretical five dimensional SERVQUAL model and tested their effect on customers satisfaction and business performance, respectively.

From the results of this study concluded that there are differences in IndiHome service quality perception between customer of IndiHome and managers in Telkom Jabar Tengah Area

Keywords: Service Quality, Customers Perception, Customer Satisfaction