

ABSTRACT

Local television is TV station which has local broadcast range (maximum broadcast range coverage only certain area , province/ town). Start with broadcast constitution legitimate become important point to local television existence and official shelter law for local broadcast freedom and made decentralization principal also use in broadcast media. The first local TV station in Bandung is Bandung TV. Then, following Bandung TV there is STV, CT-TV, Pajajaran TV, Ganesha TV and MQTV.

Recently, Bandung TV and STV consider as the biggest local TV station which has relatively the same influence. But, is important to know which is the service give has fulfill their viewers demand and how far viewer satisfaction today.

This research used some methods such as CSI, CSGI, Top Bottom Two Boxes, Quadrant analysis and CPI to service factors that have been giving by TV station adapt with quality service dimensions, according to Parasuraman, Zeithaml and Berry are Tangible, Reliability, Responsiveness, Assurance and Empathy.

The purpose of this research is to analyze the level of customer satisfaction of Bandung TV and STV, to discover which service factor that should come first and find out the service gap that occurred between perceived servqual and expected servqual.

The result of this research has shown that generally, the service that given by Bandung TV and STV can be categorized as "Good", STV note as the best local TV station with level of CSI point is 81,86 % and CSGI point -0,82. compare with Bandung TV which has CSI point 81,36 % and CSGI -0,84. From Top Bottom Two Boxes methods, STV also in the first position with the lowest unsatisfied customer number about 6,81 % and the highest satisfied customer number about 58,27 %, while Bandung TV with unsatisfied customer number 8,54 % and satisfied customer about 57,83 %. On the Quadrant Analyze comtinu with CPI methods, each of them have five priorities variable to their improvement.