

ABSTRACT

The Exist of the new arrival in celuler telecommunication business release a wider chance for the customer to choose and use the operator according to their needs an preference. That is the reason why the IM3 are forced to increase their service quality, so the customer will not move to the other operator which provide better service. To provide the best quality of service for the customer, PT, Indosat need some information from its customer about their complain and their needed. Because based on that information, the company can provide product characteristic according to the customer preference. Because of that reason, the aim of this project are to measuring satisfaction index of IM3's Customer, make the priority rank of the items that are needed to improve, and to knowing the IM3's competitive advantage by comparing the items of IM3 service with the competitor.

This research using Zone of Tolerance Method (ZOT) to knowing the quality service that given by IM3 to its customer, by mapping perceived service to the desired service and adequacy service. So that, IM3 Customer Satisfaction Index can be known. Besides that, by knowing the position of ZOT an by Importance and Performance Matrix, we can determine the priority rank of item-item that must be improved.

According to the research, the result are shown by the table bellow :

Layanan	diterima	harapan	minimum	MSA (P-M)	MSS (P-H)	posisi ZOT
1. Layanan Dasar						
Starter Pack	3.778	3.968	2.092	1.686	-0.189	0.722
Jaringan	3.328	4.369	2.486	0.842	-1.041	0.449
Tarif	3.264	4.231	2.370	0.894	-0.967	0.482
Voucher	3.781	4.331	2.414	1.368	-0.550	0.714
2. Layanan Pendukung						
Fitur	3.233	3.903	2.078	1.156	-0.670	0.526
Promosi	3.281	3.881	2.024	1.257	-0.600	0.680
Customer Service	3.293	4.399	2.243	1.050	-1.106	0.490
Rata-rata	3.423	4.154	2.244	1.179	-0.732	0.580

According to the research results, there are some conclusion, that is, overall, customer satisfaction index to the performance of Indosat-M3 services are categorized in middle level (58%). For the basic service, the dimension with the highest customer satisfaction index are Starterpack (72.2 %) and voucher (71.4%). In the other side, the dimension with the lowest customer satisfaction index are Network (44.9 %) and Price (48.2 %). For the support service, the dimension with the highest customer satisfaction is Promotion (68), and the dimension with the lowest customer satisfaction are Customer Service (49 %). From Importance – Performance matrix, there are 12 item from basic service and 3 item from the support service are needed to be improve. And by comparing the service quality of IM3 and its competitor, the dimension that is the advantage of IM3 are tariff and voucher. In the other hand, network dimention, promotion an customer service index have the lower index.