

ABSTRACT

In the middle of highly competitive era of ICT (Information Communication Technology) business, the service quality becomes one important factor to achieve customer satisfaction standard. In the last two years, Telkom Speedy customer in Bandung has reached the number of 15.676 subscribers. But in the other hand, the service also face some problems dealing with customer complain. This condition brings some effects to the number of customer desisting to subscribe to Telkom Speedy services, with percentage 20, 5 % of churn customer.

Instability of speed access, inappropriate amount between using time and the service billing, late response in handling customer's complain are most challenge that PT.Telkom, specially PT. Telkom Kandatel Bandung, recently dealing with. Various complain and churn customer have been the indicator of unsatisfied customer to Telkom Speedy services. Therefore PT.Telkom needs to measure the level of services that has been given to Telkom Speedy customer.

Servqual Dimension of Zeithaml, Parasuraman and Berry on Gap 5 is used to examine this condition, in which gap between customer satisfaction and service expectation consist of 18 attributes. The study is initiated by spreading questioner to Telkom Speedy customer on personal. Next step is to measure the attributes which value below customer expectation standard. Out of 18 attributes, 14 attributes within less satisfying category reach Servqual score -1, 28 for Telkom Speedy services.

Further study is needed to improve service quality of Telkom Speedy by using QFD method, as it provides priority improvement to the product services. The outcome is the target of Telkom Speedy service improvement with 19 technical and 32 part characteristics.

Keyword : *Telkom Speedy, QFD, Servqual, Service, Gap.*