

ABSTRACT

Rapid expansion of telecommunication technology in Indonesia, causes all business telecommunication performer want to defend quality in another aspect beside product, that is service. The service which is prepared by every telecommunication business for maintaining the customers, called Customer Service. This service consists of people giving the service and place called gallery for purposing customers when they need some service.

Indosat as a telecommunication company which is growing, looking at the importance of this service for customers, therefore this research needs to increase and evaluate quality of service, although this Customer Service has been existed in Indosat since 1998. Based on a large number of customers which are come to gallery for getting service are high, Indosat decides to do the improvement of service by doing the comparison with telecommunication companies which are better than Indosat, known as Benchmarking.

Benchmarking process is done by doing some analyzing from five dimensions of services which was developed by Parasuraman et.al, there are Assurance, Reliability, Responsiveness, Tangible, and Empathy. Grouping of attribute based on Parasuraman method is meant to determine the most of important priority attribute for improvement process.

To acquire information, this research uses customer questionnaires, interviews, and mystery shopper research. The questionnaires are given to customers using random sampling technique, and given to customers of all telecommunication companies in Bandung, and the total of sample is 30 customers per company. The interview process is done to Personal in Charge(PIC) of telecommunication companies which has better service than Indosat, and this process is done to Telkomsel and Exelcom. Same with interview process, mystery shopper research is also done to company which has better service than Indosat, this process is started by choosing two people for pretending to become customers of that company and try their service.

The results of this research can show the superior variable from competitors', either the staff service or gallery service. One of the best service of the competitors is the ability of Telkomsel Customer Service staffs to shorten waiting time for customers before get the service and there is additional facility from Exelcom as free internet service in the gallery for customers. From this research, Indosat can also do the improvement of Customer Service staffs based on Parasuraman method and improvement of gallery service by grouping service variable into two groups, there are first priority and second priority.