

ABSTRACT

The rapid information technology improvement encourages every telecommunication business to maintain not only the quality of product but also the service. PT Telkom as a telecommunication service provider company should give the best service for the sake of customer's satisfaction. A service aimed to gain the customer satisfaction is not something easy to do, it is often found problems in managing the service in a company and failure in gaining satisfaction of the most customer.

PT Telkom is in promotion of its new product Speedy that needs a strategy to obtain the loyalty of the customer which is the service given after they have chosen the product offered, or called after sales service, by having the service from Call Center, which is known Call Center 147.

This research is conducted to know the quality of the trouble handling at Call Center 147 based on the measurement of the Speedy customer satisfaction of Residential segment by using questionnaire. The questionnaire is spreaded out to the Speedy customer of Residential segment that has ever reported a trouble to Call Center 147 from period of October 2006 until January 2007 by using the method of convinience sampling with the total sample of 103 respondents.

The analysis of Call Center 147 quality service is made through observing the attitude of the customer towards the service accepted that influenced by the characteristics of Speedy customer and the condition of the customer when reporting a trouble to the Call Center 147. The characteristic of customers is different based on demography factors, social economy condition, and their experience in using the service of Speedy internet. The customers use 4 basic dimension in giving marks for the service based on Parasuraman theory. Those 4 dimension are Reliability, Responsiveness, Empathy, and Assurance. The existence of the difference between the service expected with the service obtained will make a gap of the quality of the service. If the service is not as good as expected, unsatisfaction will appear. If it exceeds the expectation, the satisfaction will appear and if the service is equivalent with the expectation it means that the expectation has been fullfiled. Although it means something positive for customer, but it will not make a strong satisfaction feeling. The satisfaction will be felt by the customers, if the fact exceeds the expectation.

The satisfaction or unsatisfaction produced from this level is extremely influencing to build the loyalty of Speedy customers. The customers that feel satisfied with the service will also influenced to be loyal to the company, if the satisfied customer can influence even one of his friend about how great the product is then eventually will make another new customer.

In addition, the actual performance of Call Center 147 is also observed from the side of the service standardization, and the schedule of the Call Center 147 agent. From the observation of the actual performance of Call Center 147 and the gap of service quality can be obtained some suggestions for trouble handling service improvement at Call Center 147. Thereby, Call Center 147 can improve the ability to solve the customer problem and avoid the same problem in the future and improving the service performance to be the best one. With improved performance, hopefully the customer can gain the best service and improve the satisfaction and loyalty towards the Telkom products as well.