

ABSTRACT

TitikMaya is an internet service provider (ISP) using RT/RWnet concept as their basic service. TitikMaya is Located in Tubagus Ismail Dalam, Dipatiukur, Bandung. It was founded in 2008 and has been consistently growing to be a trusted internet service provider with more than 200 customers listed as of late April 2010. The concept of RT/Rwnet is to share internet connection within a certain area which makes the cost can be lowered and affordable for the targeted market. Asosiasi Penyelenggara Jasa Internet Indonesia or Indonesia's Internet Service Providers Association noted tht until 2009, there are only twenty seven internet service providers listed in Bandung. Meanwhile, Bandung is the third biggest internet users in Indonesia following Jakarta and Surabaya with 10 million customers. The quite large gaps between supply and demand for internet services shows that there is a bright prospect ahead for TitikMaya to continue to grow and to attract more customers. Beside basic service, internet connection using RT/RWnet, Titik Maya has just released a new value added service in the form of file sharing, where the customers can download data, musics and films free of charge. Thus, in order to measure the effectiveness of said value added service in increasing customers satisfaction, then a research to measure customer satisfaction needs to be conducted.

The research held uses SERVQUAL method, developed by Parasuraman, Zeithaml, and Berry. Importance-Performance analysis is used to analyse the measuring attributes, and then overall customer satisfaction index will also be calculated.

Voice of customers produced 17 measuring attributes. Importance-performance analysis put three of the attributes into first quadrant. Meaning that the customers deem them important, yet TitikMaya failed to deliver satisfactory performance. The three attributes are: total of files shared, frequent updates for files shared, and employees' skills. Therefore, it is recommended to TitikMaya to focus on these three attributes to increase customers satisfaction and consequently increase customer loyalty towards the company. Overall, customers satisfaction is rather low, with Customer Satisfaction Index is only 54,57 percent.

Keywords: Customer Satisfaction Index, SERVQUAL, TitikMaya