

ABSTRACTION

PT. Excelcomindo is one of the telecommunication companies in Indonesia who is trying to give its best service to its customer. PT. Excelcomindo has many services which depend on the characteristics of its customer, the services that they have are Xplor for the customer who wants the after paid service, Jempol and Bebas for the customer who wants the prepaid service, and Postpaid for the customer who wants the international telecommunication service. Customer satisfaction is the thing that has to take seriously by the company, because customer satisfaction is one of many factors that influencing customer loyalty. In existing, PT. Excelcomindo is not having the method to get the customer satisfaction's value. This causes the management can make false strategies. As the solution, this final assignment is designing an information system that has customer satisfaction's value as the output. One of the methods that can measure the service quality is ServQual. The goal of this method is to make a better service quality that used as an alternative solution that focuses on customer satisfaction. The ServQual scale has five dimensions, which are tangibles, reliability, responsiveness, assurance and empathy.

Before designing the information system, the full description and the lack from the existing business process are needed. In expansion the software, this application is using the PHP (Personal Home Page) that support by MySQL.

From the research, the customer satisfaction information system to PT. Excelcomindo service is the interactive application between the customer and the company that has customer loyalty as the goal. This information system is also can calculate the customer satisfaction's value to important dimensions, such as Telecommunication Service Quality, Information Appropriation Service, Service Quality, Prepaid service and After paid service. On the other hand, this information system is also a tool that can help the management to get the customer satisfaction's value based on customer segmentation, and decide the decisions based on customer hope and satisfaction value.

Keywords: Information System, Customer Satisfaction, ServQual