

## **ABSTRACT**

PT. Indosat Mega Media (IM2) is one of the broadband Internet providers in Indonesia. In February of 2008 Broom was issued by IM2, it is a prepaid wireless broadband internet service that uses HSDPA (High Speed Downlink Packet Access). Because of huge public enthusiasm for this product so that within eight months since its launch has gone through 100,000 subscribers. But along with the growing number of customers, customers felt that the service quality were getting low. Quite a lot of complaints from its customers make BRTI called IM2 to make a clarification. After IM2 clarify their service, IM2 promised to start improving their services. Based on these background researcher want to know what variables that doesn't meet customer satisfaction level and provide suggestions on improvements for variables that doesn't meet the customer satisfaction level.

The method used to determine customer satisfaction in this study is CSI (Customer Satisfaction Index) and performance-importance matrix. Variables are used as a reference for the calculation of satisfaction in this study was based on SERVQUAL dimensions which are tangibles, reliability, responsiveness, assurance and empathy. Data collection is done by spreading questionnaire upon the city of Bandung, Jakarta and surrounding cities (Bogor, Depok, Tangerang, Bekasi) and there was 204 questionnaire obtained from the collecting.

The results of calculations using CSI method, tangibles dimension got score 72,30, dimensions of reliability got score 60.29, responsiveness dimension get 56,92, 68,16 for assurance dimension and Empathy dimensions got 66,18. Combined with the results of the performance-importance matrix we got two SERVQUAL dimensions to be improved which are reliability dimension and responsiveness dimension and from also from that we got 15 variables that have CSI under 70 to be improved. Top seven service improvements priority are occupied by variables related to network infrastructure and customer contact, therefore, IM2 should concentrate to make improvements on variables associated with the network infrastructure and customer contact so that customers can feel satisfied with the services provided by IM2.

Keywords : Customer satisfaction, CSI (Customer Satisfaction Index)