

ABSTRACT

Development of information and communication technologies especially the Internet are growing fast enough this time, many companies began see at promoting business opportunities by enlarging its market via the Internet. Internet users increased 90 times in just a period of 13 years. Internet users increases every year 100 million people or 7 times increase per year. So, Yakes Telkom, which is under the company of PT. TELKOM where a health fund management independent organization and reliable way to maintain the health of employees and retirees of TELKOM employees and their families. Therefore, the company started to see opportunity at the network technology in serving and retired employees of TELKOM and their families.

From the extent of which can be served by Yakes own use of the internet network in serving they customers are very profitable. But a look at the field instead Yakes less capitalized on these opportunities, seen from at least the consultation has been conducted through the website of the Yakes

This research was conducted by questionnaire to the Telkom website visitors with the target respondents Yakes contained in Sentot Alibasyah Bandung street. Some questionnaires were distributed to the respondents who had conducted an online consultation. Attributes are obtained from data Yakes Telkom customer complaints, who had conducted consultations online. From this process, obtained 21 attribute. After going through the calculation using the method of SERVQUAL, the 21 attributes are included on 20 attributes that fall into that category does not meet customer expectations. SERVQUAL values obtained for the overall service Yakes Telkom website is -1.46.

Key Word : Yakes Telkom, SERVQUAL, *e-consultation, email, ecommunities, web, acquire, enhance, cross selling, up selling, reduce cost, retain, customer service, customer touch point, front back office, Service Quality, Perceived Service, Expected Service, Communication, Credibility, Security, Competence, Courtesy, harddisk, web hosting, MB (Mega Byte), GB (Giga Byte), HTML, ASP, PHP, JSP, Java Scripts, Java applets, scripts program, website designer, search engine, direct questionnaire, Mean, Median, Modus, SPSS versi 13.0 for Windows, Microsoft Excel, voice of customer, Dimension-by-dimension, word of mouth, Tangibles, Reliability, Responsiveness, Assurance, Empathy, update, call center, contact email, Item-by-item Analysis, space, account*