

ABSTRACT

This research aims to improve the Telkomsel mobile content services by increasing customer satisfaction so that adds a loyal customer. Accordingly, Telkomsel can increase their revenue without adding a new customer. The proposed variables that have associated with customer satisfaction is convenience, transaction process, content reliability, price, customer service and visibility. In addition, this research also measures the relationship between customer satisfaction and customer loyalty.

Based on the calculation of the value of significance and correlation of several hypotheses, it is known that all the hypotheses is decided to be accepted. Convenience, transaction process, content reliability, price, customer service, and visibility have a relationship with customer satisfaction. It also proved that customer satisfaction has a relationship with customer loyalty. In gap analysis, it can be concluded that all the variables need improvements due to the gap between actual performance level with the importance level is still have a negative value with an average gap of -0.81. The lowest gap, -0.53, is owned by convenience variable and the highest gap is owned by price variable that has gap of -1.22.

Due to formulate the recommendations, it has conducted an analysis to determine improvement priorities based on the value of a variable correlation to the degree of satisfaction, the gap value, and the position of certain variables in the diagram of actual performance and importance level. The sequence of variables that have the highest improvement priority to the lowest are price, customer service, visibility, content reliability, transaction process and convenience. Recommendations are formulated based on the benchmark programs with mobile content services to other operators such as Indosat and XL, and the results of the brainstorming and discussion of the researcher. The superior program of this research is Content Lovers Vouchers, Extend Confirm, Mobile Portal, as well as mobile internet network upgrade.

Keywords: mobile content, customer satisfaction, customer loyalty