

ABSTRACT

In today's era of globalization, the need for communication has become an essential issue for people's lives. Surveys conducted throughout 2016 found that 132.7 million Indonesians have been accustomed to accessing the internet. In the competition in the field of telecommunications PT. Telkom still must maintain and improve the quality of service for customers. The purpose of this study is to know the expectations, performance, satisfaction levels and aspects that must be improved to improve the quality of service plasa Telkom Kandatel Cijaura Bandung.

This research is a quantitative descriptive research. Sample collection was done by distributing questionnaires to 100 respondents who had visited the plaza Telkom Kandatel Cijaura. This research uses analysis of discussion that is Importance performance Analysis (IPA) and method of Customer Satisfaction Index (CSI)

The result of this study is the expectation level of 87% which means very important and the level of performance (reality) of 73% which means good. The result of Customer Satisfaction Index (CSI) is 69.3% included in the satisfied category. The attributes that must be corrected are the customer service officer understands and understands the needs of the customer (X2.3), the prompt and accurate customer service (X3.1), the delivery of information to the customer (X3.2), the compensation (X4.3), officer / customer service listening to customer needs (X5.1), hospitality officer / customer service (X5.2).

Keywords: Service Quality, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI).