

Abstract

This study is used to find out how much customer satisfaction on the quality of services provided by PT. Telkomsel Regional West Java through Telkomsel points program. This research is expected to know the desired level of expectation with the level of reality that occurs according to the quality of services provided. This research was conducted by using quantitative method and descriptive study through questionnaire media from Telkomsel subscriber population in Bandung with a sample of 100 respondents. Questionnaires distributed to respondents using likert scales with various data collection techniques. Meanwhile, in terms of testing this study using the validity test and reliability test with the analysis techniques used are Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The value of customer satisfaction index (CSI) of 74,64% indicates users feel satisfied, on the quality of services provided Telkomsel Points, so it is necessary Telkomsel make improvements in each service quality indicator in order to satisfy consumers.

Keywords: Service Quality, Consumer Satisfaction, Customer Satisfaction Index Technique and Importance Performance Analysis (IPA) technique.