

ABSTRACT

Telkomsel claims to have 143 million subscribers all over Indonesia. Of that amount, as many as 140 million subscribers use prepaid SIM cards. Telkomsel provides three prepaid services, namely Simpati, Kartu As, and Loop. All the layouts produce average revenue per user (ARPU) of Rp 40,000. With the many advantages terlkomsel there are also some consumer complaints. So the current condition, in the explanation that has been described can be seen that the operational performance of Telkomsel Company, Telkomsel can become the number one operator in Indonesia with the highest number of subscribers and also the highest income. And there are complaints from Telkomsel customers who need service quality improvement. The task of a managerial to make the design of service quality for Telkomsel remains the number one in all things and there is no gap with customers.

Through this research will be conducted research on the gap between customer perception and managerial perception. Mobile service quality dimensions according to Chen and Yang (2015: 89) fall into three categories: system service quality, information service quality, and customer service quality. Dimensions on the quality of service system consists of efficiency and effectiveness, functionality, integration, construct cost, security. Dimensions of information service quality consist of accuracy, integrity, usability, readability. The customer service quality dimension consists of after-sales service, flexible-price policy, technique support, training.

Based on the results of data processing, it can be seen that when viewed from the per-dimensional value is known that the highest level of importance according to customer perception to the lowest is System Service Quality (SSQ) of 82.72%, Information Service Quality (ISQ) of 81.91% and Customer Service Quality (CSQ) of 79.12%. And if viewed from per-dimensional values according to managerial perception from the highest to the lowest is System Service Quality (SSQ) of 84.67%, Information Service Quality (ISQ) of 84.16% and Customer Service Quality (CSQ) of 84.36%. From the overall result, the highest gap value of the dimension is Customer Service Quality where the value is supported by two indicators of Customer Service Quality. And from the results of the percentage of the level of importance listed from the managerial side that can be seen that there are negative results on the dimensions of Security and Construct Cost.

Keywords: Customer Perception, Managerial Perception, GAP, Telkomsel.