

## ABSTRACT

*The total users of PT. Indosat Ooredoo increased in between year 2014-2015, beside the increased of total income in 3<sup>rd</sup> quarter September in between year 2014-2015 also the decreased of profit loss in the same time. That matter indicate there is a good performance of PT. Indosat Ooredoo. A good company performance not out of service quality that given to customers. Service quality that given to customers are designed by managers. By knowing the customer's needs will minimize gap between customers and managers perception. Based on that matter, then researcher conduct a research to analyze the comparation of service quality between customers and managers perception at PT. Indosat Ooredoo in Bandung.*

*The goal of this research are to know the service quality based on customers perception, the service quality based on managers perception, and service quality gap between customers and managers perception at PT. Indosat Ooredoo in Bandung.*

*Data collection method is done by spreading questioner to 385 customers of Indosat Ooredoo and 31 managerials of Indosat Ooredoo in Bandung. Data processing is done by descriptive analysis by compare the score between the respondent.*

*Based on the data processing, known that based on customer's and managerial's perception has importance level at "Very Important". There is gap between customer's and manager's perception where the score of manager's perception is higher than customer's perception. That matter also shown that provider is place the importance level of service quality higher than customers do. There is different point of view from the two kind of respondents. Where based on customer's perception, security, flexible-price policy, efficiency and effectiveness, and functionality are the most important thing that had highest score. Whereas based on managerial's point of view, efficiency and effectiveness, integration, security, and training are the most important thing that had highest score.*

*Based on the research results PT. Indosat Ooredoo in Bandung already has a value of interest regarding the quality of service on top of customer ratings, which means the company already considers it important what is considered important by customers. Companies can consider the perception of customers to improve performance, especially in terms of security, flexible-price policy, efficiency and effectiveness, and functionality where it is something that is considered the most important by customers. In the case of the gap between customer and managerial perception, management expected to try minimize them by avoiding the occurrence of overperception or too high perceptions in terms of designing the delivery of services to customers.*

*Keywords: Service quality, Perception gap, Telecommunication service*