

ABSTRACT

In 2015, PT. Hutchison 3 Indonesia (H3I) / Tri increased total of customers, 55.5 million in 2014 and in 2015 increased by 10.6 million to 66.1 million customers, Tri able to shift the third position of the operators XL. And in 2015 established that the three major Tri position in the category of number of customers. Bandung is a city that became one of the main objectives Tri intensely to expand their services. Measuring the level of quality of service between managerial and customers are still rare. Related to this, it is necessary to do research on the quality of service as perceived managerial and customers.

This study was conducted to determine the level of interest of the quality of service according to the customer's perception and perception of managerial and determine whether there is a gap or not. The assessment includes dimensions System Service Quality (Efficiency And Effectiveness, Functionality, Integration, Construct Cost, Security), Information Service Quality (Accuracy, Integrity, Usability, Readability), and Customer Service Quality (After-Sales Service, Flexible-Price Policy, Technique Support, Training).

Methods of data collection is done through online questionnaires to 385 customers samples and questionnaires circulated to the 30 managerial Tri in Bandung. The questionnaire has been tested for validity and reliability of the results of all the items is valid and reliable. Data processing was performed using SPSS (Statistical Packed for Social Science) 21.0 and Microsoft Excel 2010.

Based on the results of data processing, it is known that the perception of customers starting from the highest to the lowest, is the System Service Quality (SSQ) amounted to 87.18%, the Information Service Quality (ISQ) amounted to 82.01% and Customer Service Quality (CSQ) amounted to 80.39%. According to the perception of managerial starting from the highest to the lowest is a System Service Quality (SSQ) amounted to 89.67%, Customer Service Quality (CSQ) amounted to 84.58%, and Information Service Quality (ISQ) amounted to 83.96%. Perceptions are both included in the excellent category. While based on the gap, it is known that there are no results negative gap of every dimension and every indikator between managerial perceptions and perceptions of customers means has determined the level of perception of the interests of the whole dimension / indikator is above the perceived level of customer interest.

Managerial Tri is expected to know the customer's desire in fulfilling the priority of service quality importance in accordance with customer perception.

Keywords: Quality of Service; Gaps; Customer perception; Managerial perception; PT. Hutchison 3 Indonesia (H3I) / Tri