

Abstract

The telecommunication industry is progressing very rapidly in Indonesia. This kind of development encourage many telecommunication companies to produce more and more cellular products, that also including PT XL Axiata Tbk. Customer will not switch to another product if company can make them satisfied. The purpose of this research is to find the performance, expectation, level of customer satisfaction, and aspect that need to be improved at PT XL Axiata Tbk.

This type of research used in this research is Quantitative and descriptive. Sampling was carried out research with non –probability sampling method, the sample of 100 respondents. To analyze data researcher using customer satisfaction index and importance performance analysis (IPA).

The method used to compile data is done through direct questioner dissemination on BEC Bandung user in 1 month duration of 150 questioner spreaded resulting 100 valid questioner answered.

The conclusion of this research, the responses of respondent about expectation of services used at XL Axiata is very important with percentage of 90.6%. While perceptions of services is good with percentage 70.6%. Result of analysis of user satisfaction level is not satisfied with value 0.82 which mean services performance based on user perception is lower than expectations. There are several aspect that should be improved in order to increase user satisfaction on service quality