

## **ABSTRACT**

# **MATRIX ASSESSMENT OF CUSTOMER PERCEPTION ON THE TELKOMSEL SERVICES IN TELKOM UNIVERSITY STUDENTS IN DESIGN ENTERPRISE ARCHITECTURE**

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*Brand is one of the main supporting factors of a product or service. The brand can shape the perspective of the buyer, both from advertising and through other promotional activities and the role of a brand is not only a differentiator from other brands, but it is not impossible in certain conditions to take the form of economically valuable assets. One brand that has been known for its existence in Indonesia is Telkomsel. Telkomsel is one of the providers with the most customers who occupy the top position where with the achievement of more than 140 million customers in 2015. Telkomsel was named the best operator in the Asia Pacific according to one of the research and marketing organizations of the Frosh and Sullivian ICT Awards 2015. Of course things this happened because of the public perception of Telkomsel services according to their wants or needs. Perception is a process by which individuals select, organize, and interpret a picture. So perception is how someone interpret the surrounding environment Public perception that the purpose of a brand is to increase sales in marketing and that perception is important. Their behavior and actions are based on perception, not on the objective reality that exists. This perception is influenced by the needs, values, and personal experiences of each individual Brand is the seller's promise to explain the appearance, benefits, and certain services to the buyer. But the brand is no more than a symbol. So with the public perception of a service from one mobile provider, I am interested in conducting a survey to understand more.*

*So from this study we will discuss the perceptions of Telkomsel customers who will be examined through sampling. The sampling technique used was cluster sampling technique, and the respondents were university telecommunications students. And the survey will be tested to test the validity and reliability. The results of the survey will be a benchmark of whether the programs carried out by Telkomsel are efficient with the results of the survey. After describing, these programs must cover three domains, namely, business, information systems, and technology. And from the results of the research, the assessment will be conducted, where the maturity level of Telkomsel's assessment has been.*

*The results of this study are to determine where the maturity level in Telkomsel uses the Enterprise Architecture Assessment.*

*Keywords: Assessment, Enterprise Architecture, Survey.*