

## ABSTRACT

The study was conducted at PT. Cellular telecommunications through quantitative methods and samples carried out by the non-probability sampling method. Distributing questionnaires via whats app and Telegram to 386 customers who have used Telkomsel's virtual assistant. The analysis uses the Importance Performance Analysis (IPA) method and determines the level of satisfaction based on the satisfaction index. Data processing is performed using SPSS software. Based on the results of data processing, it can be seen that the average level of conformity between expectations and reality is 86% and the customer satisfaction index is 79% with the Satisfaction category. Cartesian diagram mapping results indicators that are in quadrant B (very important and satisfying) are Assistant Services Telkomsel Virtual can convey information clearly, Telkomsel Virtual Assistant service can answer easy questions such as checking bills, topping up pulses, and checking quotas, Telkomsel Virtual Assistant services can understand my requests such as promo checks and check Telkomsel POINTS and Telkomsel Virtual assistants can maintain confidentiality my personal data, Telkomsel's Virtual assistant can guarantee the confidentiality of my data. Indicators included in quadrant C (a factor that is less important for customers) is Telkomsel's Virtual Assistant Service has a natural avatar appearance, Telkomsel's Virtual Assistant service has a real avatar appearance STIS, Telkomsel's Virtual Assistant service has a good avatar appearance, Telkomsel's Virtual Assistant service can answer quickly with a duration of under 5 seconds and Telkomsel's Virtual Assistant service can answer complex questions such as asking Telkomsel product details.

**Keywords:** Service Quality, Customer Satisfaction, Customer Loyalty