ABSTRACT

This research was conducted to determine the E-Service Quality on the MyTelkomsel application. The purpose of this research is to determine the service attributes needed by customers on the MyTelkomsel application in Bandung, to find out the technical characteristics obtained based on the customer needs of the MyTelkomsel Bandung application and to find out the right recommendations in improving the quality of the MyTelkomsel Bandung application service.

In this study using E-SERVQUAL theory according to Zeithaml in (Tjiptono, 2014) with seven dimensional variables, namely efficiency (Efficiency), reliability (Reliability), fulfillment (Fulfillment), privacy (Privacy), responsiveness (Responsiveness), compensation (Compensation), contact (Contact).

This research uses quantitative methods with descriptive research type, sampling is done by using non-probability sampling type purposive sampling with a number of respondents as many as 100 people, using a measurement scale, namely the Likert scale. The data analysis technique used is the E-Servqual method, Importance Performance Analysis (IPA) and proposed improvements using the Quality Function Deployment (QFD) method.

In the research results, there are 15 attributes out of 17 that have negative value gaps that will be mapped in IPA, in IPA there are attributes that are included in quadrant I, namely (P7); (P5); (P12); (P16); (P1), in quadrant II is (P9); (P10); (P11); (P2); (P8); (P6); (P4), then there are no attributes included in quadrant III and quadrant IV, namely (P13); (P14); (P15); (P3); (P17), Based on customer needs, there are 7 technical response characteristics from quadrant I attributes to meet consumer needs.

Based on the research results, it can be concluded that there are 5 attributes that are included in quadrant I and used as input as customer needs. Based on customer needs, there are 7 characteristics of technical response from Telkomsel. Based on the house of quality, a recommendation is obtained in the form of a priority order of technical characteristics that needs to be done first, namely: (1) R3; (2) R1; (3) R4..

Keywords: *Service Quality, E-Service Quality¸ Importance Performance Analysis, Quality Function Deployment, MyTelkomsel*