

ABSTRACT

The increase of internet users in the middle of pandemic makes the telecommunication service company competing to provide the best services. The increase is due to the provision of work from home and online learning. PT Telkom Indonesia, a telecommunication company owned by State-Owned Enterprise, has increased in internet installation, one of which is PT Telkom Witel Riau Daratan which has a three-fold increase than usual. PT Telkom Witel Riau Daratan is also the center for Sumatera areas. The product offered is Indihome. However, the Indihome network interference often occurs and makes the customers complaining, which impacts their activities during working and learning online. Good service and the function of customer service are needed by the Customer Service Unit to manage the problem in order to create customer satisfaction, a positive image for the company, and maintaining the Indihome customers. The method of the study was descriptive qualitative using interpretative paradigm. The results of the study found four Customer Service Unit services related to the network interference of Indihome, 1) The accuracy in providing services according to the company's procedure and the accuracy of managing and information; 2) The promptness in providing service of spreading information related Indihome network interference through media, and responding the customers' complaint; 3) The hospitality in providing services by responding the customers' complaint with a smile, and being able to manage the emotion because a customer is like a king; 4) The convenience becomes the company priority in providing the services by establishing and maintaining the relationship with the customers and serving as well as possible.

Keywords: Activities, Services, Customer Service, Indihome Network Interference