

ABSTRACT

Plasa Telkom is one of the service channels provided by PT. Telkom Indonesia so that there is a direct interaction between customers and prospective customers with PT. Telkom Indonesia but there are a few customers who feel dissatisfied and disappointed about the handling by employees of Plasa Telkom including by Plasa Telkom Putri Hijau Medan which is feared to cause customers to unsubscribe. The purpose of this study is to know the performance and expectations of customers to Plasa Telkom Putri Hijau Medan and what service quality attributes should be improved by the dimensions of service quality in this study using the theory of Kotler and Keller in Priansa which is divided into five dimensions namely reliability, responsiveness, assurance, empathy, and tangible. This study uses the object Of Plasa Telkom Putri Hijau Medan with case studies on visitors from Plasa Telkom Putri Hijau Medan which amounts to 100 respondents with data processing methods using validity, reliability, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results of this study were obtained that the average score of the Expectation level of 87.57% which means "Very High" and the Reality level of 81.21% which means "High" with a Customer Satisfaction Index (CSI) rate of 81.87%. The eleven attributes located in quadrant A are the top priority to be scaled back to meet customer satisfaction.

Keywords: Service Quality, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)