

ABSTRACT

PT. Telekomunikasi Indonesia International (Telin) is an international-scale telecommunications and network service provider company that preserves and improves the quality of its services to achieve customer satisfaction. The degree of customer satisfaction with the company's services is obtained from the factor of service handling problems. Different things can be a factor in the problem of technical understanding, communication with consumers, handling services provided during installation or activation, or if there are disturbances, no monitoring process and product information on the website is difficult for consumers to understand. Low service aspects provided by the company that has not met customer expectations require service improvement proposals to increase customer satisfaction. The methodology used in this final project aims to determine the gap (GAP) based on the SERVQUAL profile and Net Promoter Score to discover how much the value of consumer recommendations to others. In this final project, the gap value (GAP) is negative based on service quality problem factors which are grouped into five dimensions that have the potential to be a source of problems, namely reliability (reliability), responsiveness (timeliness), assurance (quality assurance), empathy (sensitivity), and tangibles (physical evidence). Based on the gap value (GAP) calculation, the reliability gap value (GAP) is -0.074 and tangibles is -0.093. The calculation of the Net Promoter Score obtained is 37%. The proposed service quality improvement is designed from the relatively low dimensions and attributes of the service aspect. Draft improvement proposals by designing the monitoring process by creating a design concept for monitoring the installation and activation process. Evaluation of the draft improvement proposal results is executed by analyzing the implementation of the advantages and disadvantages of the proposed design concept, verifying the results, and validation from the company.

Keywords— Service Quality, Customer Satisfaction, SERVQUAL, Net Promoter Score, Gap Value (GAP)