

## ABSTRACT

STO Padalarang is an automatic telephone center that has an important role in supporting telecommunications activities in the Padalarang and surrounding areas. STO Padalarang has a strategy in marketing indihome products, namely by door to door and open tables. . For digital marketing, STO Banjaran only uses the SEO system owned by Telkom Indonesia to market products, but interactive marketing using social media has not been able to encourage sales of Indihome products and other services.

The purpose of this research is to find out the service quality at Telkom Indonesia STO Padalarang Branch which must be improved to support the marketing and sales of Indihome products at STO Padalarang. With so many requests, not only customer satisfaction but also disappointments that are not in line with customer expectations. The purpose of this study was to determine the performance, customer expectations at Telkom Indonesia Branch STO Padalarang. The researcher uses the object of Telkom Indonesia STO Padalarang Branch with a case study to users of the object of Telkom Indonesia STO Padalarang branch by describing the data that has been collected through questionnaire data.

The main priority of Telkom Indonesia STO Padalarang Branch is that employees are able to describe products specifically, product quality is in accordance with the specifications provided, and Telkom Indonesia STO Padalarang branch is able to store customer information properly. The results of this study are the average customer satisfaction of Service Quality, it is found that the level of expectation is 84.33% which means Very High. The Reality Level is 81.75% which means Very High. The attributes that must be improved are quadrant A or Main Priority, namely services that are carried out reliably as promised, employees try to provide alternative solutions and customer complaints, services are carried out with the Padalarang STO procedure, employees are always honest and fair to every customer.

**Keywords: Service Quality, Telkom Indonesia STO Padalarang Branch, Customer Satisfaction**