

## **ABSTRACT**

*The phenomenon of the increasing need for the internet for Indonesian people during the COVID-19 pandemic to post-pandemic has become the concern of telecommunications operators to improve product quality and service quality provided to customers.*

*Based on cellular operator customer data, it was found that there was such a large gap between prepaid and postpaid users, with more prepaid users it was very easy for users to switch from one operator to another, if they were not satisfied with Telkomsel's services. GraPARI as a service center from Telkomsel plays an important role in increasing sales of postpaid services and also how to promote it to the public.*

*This study aims to find out how respondents perceive the GraPARI Telkomsel Dago Service Quality so that they can increase Halo Card sales through the Cross Selling program. This type of research is descriptive and causal research with a quantitative approach. The population in this study are customers who visited Grapari Dago in post-pandemic. The sampling technique used is the non-probability sampling with incidental sampling and data analysis techniques using descriptive analysis with SPSS 26 software.*

*Based on the results of the descriptive analysis, tracing the respondent's perceptions of Service Quality at Grapari Dago namely Reliability, Responsiveness, Empathy, Assurance, and Tangible are in the Very Good category.*

***Keywords: Service Quality, Cross Selling, Sales***