

ABSTRACT

**MY TELKOMSEL APPLICATION SERVICE QUALITY
ANALYSIS USING THE E-SERVQUAL METHOD
(Case study: Universitas Telkom Purwokerto students)**

Oleh

Fandhi Muchidiawan

18103043

The rapid development of technology has driven innovations in telecommunication services, one of which is the MyTelkomsel application that enables users to access information about credit balance, active internet quota, and other services digitally. However, various complaints such as force close, lag, and transaction delays can affect customer satisfaction and loyalty. This study aims to analyze user satisfaction with the MyTelkomsel application using the E-Service Quality method with seven variables, namely Efficiency, Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact. The study was conducted on 100 students of Universitas Telkom Purwokerto using a quantitative approach with data analysis through SPSS version 30. The results showed that Privacy and Contact had a significant influence on user satisfaction, while Efficiency, Fulfillment, System Availability, Responsiveness, and Compensation did not have a significant impact. This indicates that privacy protection and ease of access to customer service are key factors in enhancing user satisfaction. To improve service quality, increasing user privacy security, improving customer service access, and optimizing application performance should be carried out to make it more efficient and responsive. The results of this study can serve as a guide for developers in improving the quality of the MyTelkomsel application to meet user expectations.

Keyword : Analysis, Customer Satisfaction, E-Service quality, My Telkomsel Service Quality