

ABSTRACTION

Importance and satisfaction level is factor determining accomplishment of desire and requirement and also the quality of service value of its customer. Forwarding of less gratifying service will make all customers change over to company that offering same service/product. PT TELKOM is one of the biggest telecommunications company in Indonesia. This company not only moving in business of fix phone but also have flapped its wing in business of cellular through product of TELKOM Flexi. In February many complains of customer to TELKOM Flexi. For that needed measurement concerning satisfaction of customer in order to know the quality of product service of TELKOM Flexi as basis to give proposal repair of service which must be given by PT TELKOM to increase the quality of its service so that customer do not make a move to other operator.

Data that needed at this research include the form of primary data and secondary data. Primary data obtained by doing spreading of questionnaire to responder of TELKOM Flexi Trendy counted 250 exemplars by using technique of convenience sampling. Later, then data that obtained processed by using method of CSI (Customer Satisfaction Index) that is a method used to calculate level satisfaction of customer and method of ZOT (Zone of Tolerance) that is method calculation of tolerance area represent value showing is lowest-level of service can tolerate and also highest value where that service is expected in order to fulfill desire of consumer.

Pursuant to result of data processing obtained that customer expectation average value for elementary service is 3.23 meaning customer expect to give good service to it, while accepted by service is customer reside at value 2.74 meaning quality or performance of given service still not yet earned to gratify customer. This matter also can be shown with position value of ZOT equal to 0.30, meaning the quality of given service only newly can fulfill 30% from customer expectation. Although value of CSI mean for elementary service obtained equal to 84.88% however still many variables of this service which is value of CSI its under from assess CSI mean. So that can be told the quality of service for elementary service which given still relative bad. For the service of supporter, obtained that customer expectation average value is equal to 3.12 and accepted by service customer equal to 2.76, so that can be said that the quality of given service still not yet earned to gratify customer. Where is same as with elementary service, quality of service accepted by supporter service pursuant to position value of ZOT also can only fulfill 40% from customer expectation. If compared to value of CSI obtained that is equal to 88.63% quality of felt service have gratified, but because still many variables of this service which is value of CSI it's under from assess CSI mean. So that can be told the quality of service for elementary service which given by still relative bad.

Result of from this research will be made as recommendation to PT TELKOM to be able to repair of service so that can improve performance quality of service according to customer expectation so that level of churn customer can minimize.

Key words : Flexi Trendy, CSI (*Customer Satisfaction Index*), and ZOT (*Zone of Tolerance*)