

ABSTRACT

Flexi Trendy is one of Telkom's products are created to respond to competitive rivalry, but keeping in view the development of telecommunications technology. Based on customer complaints data obtained from the Customer Care and surveying results, indicating dissatisfaction customer against Flexi service. Therefore it is necessary for a measurement of customer satisfaction to determine the quality of products Telkom Flexi service as a basis to gives improvements to services provided by PT Telkom to improve the quality of its services so that customers do not move to another provider. As one of the main purposes of the Telkom Flexi as an operator of telecommunication services, namely creating customer satisfaction and cultivate customer loyalty. Satisfaction will be created if the services received by customers perceived the same or better than what they want. If the customer is satisfied, then it will support the establishment of customer loyalty towards the company.

Customer satisfaction measurement is related to the extent to which the quality of services provided to the user Telkom Flexi. One method that can be used to measure satisfaction is the Zone of Tolerance, a method that shows the position of the service which obtained the customer to the desire service and adequate service. Tolerance zone method was used to determine expectations and perceptions of customers of Flexi Trendy services, identify the attributes and dimensions of quality of service that should be rectified immediately, and to know the priority of repairs to be done to improve the quality of care. The data required in this study is in the form of primary data and secondary data. Primary data was obtained by distributing questionnaires to the respondents of TELKOM Flexi Trendy many as 250 respondents using a area sampling technique.

From the test results with the method of the zone of tolerance, obtained several dimensions of service that is below the midpoint of depreciation and development, which is: This feature (18.14%), network (19.87%), and the rate (37.21%). For the overall performance of the service, there are variables that have the highest satisfaction rate is the cost of sms to all fellow flexi (3.688), while the variables that have the lowest satisfaction rate is the speed of GPRS Internet data access (2.732), with skala1 - 5 (1 means very poor, 3 means sufficient, 5 means very good).

Key words: Customer satisfaction, Zone of Tolerance, the satisfaction variables, the dimensions of satisfaction.