

## ABSTRACT

*PT. Telkom tries to improve the quality of service continuously by providing the best service through Plasa Telkom and conduct customer satisfaction survey periodically. based on the survey results, it showed that the customer satisfaction index (CSI) was above 70% at 88,5%. Although the survey results has been good, but some complaints from the customers are still founded, especially from the customers who uses services from Plasa Telkom Lembong Bandung, an assesment on service quality is necessary to perform so the service that can not satisfied the customers can be visible or known.*

*This research going to assess the service quality of Plasa Telkom Lembong Bandung using five dimensions of service quality, namely tangible, empathy, responsiveness, reliability and assurance. The method used in this research is quantitative approach with descriptive and causal methods. The analysis used is a simple linear regrsi analysis.*

*Data collection was done by spreading 100 questionnaires to respondents sampled in this study. Respondents in this study were customers of PT. Telkom, which used services Lembong Plasa Telkom Bandung. The sampling technique was conducted using non-probability sampling type of Accidental sampling*

*Based on the results of data processing, it is known that the assessment of service quality Plasa Telkom Bandung Lembong is considered good. It means that service quality Lembong Plasa Telkom Bandung already meet customer expectations. Similarly with the results of the assessment of service quality, customer satisfaction also considered as good. It means that the service provided has been able to meet the expectations and satisfy the customers. The quality of services has 46.4% impact on customer satisfaction. While the remaining 53.6% was obtained from other variables outside the research. Results of hypothesis testing results indicate that a significant difference between the quality of service Plasa Telkom Bandung Lembong to customer satisfaction.*

*The research suggested to increase service quality by increasing responsiveness and reliability by making a code of conduct for the employees, counseling for the employees, as well as training intended for the frontliner employees and field staff such as refreshment training and development training. In terms of improving customer satisfaction, Plasa Telkom Bandung Lembong need to increase responsiveness and improve the accuracy in dealing with customer needs by ensuring that each employee has a personal quality that is adequate, has supporting devices and reliable IT systems. Conduct a research on other variables outside this research as product quality, emotion, costs and pricing are expected in future studies towards customer satisfaction.*

**Keyword:** *customers satisfication, simple linier regression, quality of service,*