ABSTRACT

Speedy at Central Jakarta in 2014 experienced a high number of complaints which is reach 7.65%

of the number of subscribers. Though Jakarta is a business center which desperately need good internet

service. Purpose of this study was to determine indicators of customer satisfaction that needs to be

upgraded from a variable Service Quality and Connection Quality.

This research will be conducted through customer satisfaction measurement of variables Service

Quality and Connection Quality which is each variable has an indicator: Speed, Accuracy, Availability,

Simplicity, Flexibility, Reliability, Security. This study uses a IPA (Importance Performance Analysis)

matrix analysis.

Methods of data collection is using questionnaires in Central Jakarta for customers who already

subscribe to Telkom Speedy. Questionnaire derived from indicators Service Quality and Connection

Quality. The data of this study has 400 respondents which would be processed using SPSS analysis

tools 15.

Based on the results of data processing, it is known that the Speedy customer satisfaction in Central

Jakarta there are indicators that are not give satisfaction. The indicators for Service Quality is variable

Speed and Reliability, and the indicators for *Connection Quality* is variable Availability and Reliability

which is marked in quadrant A.

Based on the research results, to improve customer satisfaction, Telkom Speedy need to give priority

to repair their Service Quality and Connection Quality, the indicators that marked in quadrant A, for

example, accelerate service activation process, and improve the Internet connection to be more stable

so that customer satisfaction can be achieved.

Keywords: Cartesian diagram, customer satisfaction analysis, Telkom Speedy