ABSTRACT

Telkomsel as a pioneer of cellular telecommunication company has become the market leader in its field. In order to maintain its position, the company must assure and increase the quality of its communication network. It also have to manage the costumer services center in a good way, considering it has a leading role in the company which make a direct interaction with the costumer. GraPARI (Graha Pari Sraya) as one of the costumer services center of Telkomsel which spread in 68 cities in Indonesia, had decided a quality policy, "GraPARI Telkomsel committed to give a fast, precise, competent, and comfort services and constantly increasing the performance to satisfy the need of the costumer." Based on the policy, *Service Quality* (SQ) of costumer services center on the division of Marketing PT. Telkomsel West Java Region always focusing its performance to assure the quality of GraPARI's services in its region (Bandung, SO Dago, Cirebon, and Tasikmalaya). GraPARI Quality Control questionnaire as a costumer's opinion form of the GraPARI services become the one tool of measurement for the management of SQ to give the point of the service performance from GraPARI. But, the management face the problem that the questionnaire data not well-managed yet. On this paper, I designed an information system of GraPARI service quality control as a solution of that condition.

A whole description and the negativity of the existing business process are needed before designing the information system by mapping the activities occurred on existing business process. After knowing the existing business process, the next step is analyzing to create more effective and efficient business process. On this design, data collected by observing and direct interview with SQ division of Marketing PT. Telkomsel West Java Region. On the progress of the software, the application designed using *ASP.net 2.0* with the database of *SQLserver 2005*.

Based on the map of the existing business process, resulted 16 activities occurred in existing business process. After the restoration of business process by applying the information system of GraPARI Service Quality Performance, the activities reduced to 7 activities.

The result of this research give a conclusion that information system of GraPARI Service Quality Performance helps the SQ division of Marketing PT. Telkomsel West Java to manage the GraPARI Service Quality Performance questionnaire. This information system is capable to processing data with automatic count process, able to update quick information, the result of the data processing displayed with the representation graphic data to make an easier way to analyze, and it also accessible online on web using the intranet network of Telkomsel West Java Region.

Keywords: GraPARI Service Quality Performance, information system, Service Quality