

ABSTRACT

The development of the Internet became the focus of government attention, Indonesia Digital Network is a movement created by the government in cooperation with internet service provider with the aim to increase internet usage in Indonesia. Currently the government has cooperated with PT. Telekomunikasi Indonesia to realize Indonesia Digital Network (IDN) program by making IndiHome Triple Play service. However, since the launch of IndiHome Triple Play service, there are problems in the provision of such services. Problems that occur is a failure in providing good service to consumers or better known as service failure. There are 2,133 complaints that have not been resolved until January 10, 2017. In addition, many customers are also complaining about IndiHome Triple Play service through Twitter owned by PT. Telekomunikasi Indonesia is @ TelkomCare. Problems that occur can be handled by PT. Telekomunikasi Indonesia by using a good service recovery to customers who experienced service failure. The number of IndiHome Triple Play customers reached 175 thousand subscribers. As many as 65 percent, is a customer from Bandung. The city of Bandung also has a high level of usage and complaints of IndiHome Triple Play services.

The purpose of this study is to determine how the level of customer satisfaction IndiHome Triple Play service in Bandung by using service recovery dimension. This study also aims to find out items that need to be improved and maintained to improve customer satisfaction IndiHome Triple Play service in Bandung.

This research uses quantitative method with descriptive research purpose and use type of causal investigation. The sample used in this study is 388 respondents users Indihome Triple Play service in the city of Bandung who once complained service failure they experienced. This research uses purposive sampling technique. Data analysis method used is Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA)

The result of research shows that overall customer satisfaction level of IndiHome Triple Play service in Bandung by using Customer Satisfaction Index CSI method is 65,76% with Quite Satisfie interpretation. Based on the calculation using the Importance Performance Analysis (IPA) there are five items that need to be improved because of the Cartesian diagram, because the five items are in quadrant I. There are seven items that must be maintained because the Cartesian diagram, because the seven items are in quadrant II.

PT. Telekomunikasi Indonesia as a service provider should contact the complaining customer again to confirm if the problem that the customer is experiencing is being repaired or has been resolved so that the customer knows if their problem has been resolved or is under repair. PT. Telecommunication Indonesia should also understand the needs of customers when they have problems so that the company can provide what customers need based on the problems that customers get. In addition, PT. Telekomunikasi Indonesia should also provide an explanation of the problems experienced by customers because each customer has the right to get an explanation of the problems they are experiencing and provide

motivation in the form of rewards to employees so that employees have the urge to work harder in solving problems that customers experience.

Keywords: Service Failure, Service Recovery, Customer Satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)