ABSTRACT

MATRIX ASSESSMENT OF CUSTOMER SATISFACTION ON THE QUALITY OF TELKOMSEL SERVICES IN TELKOM UNIVERSITY STUDENTS IN DESIGN ENTERPRISE ARCHITECTURE

By

ALFONSO GEMALIEL

NIM : 1106132098

Smartphone needs have become like primary needs, with this, the business opportunities of network service providers are also starting to develop. Examples of network service companies in Indonesia are Cellular Telecommunications, Indosat Tbk, Excelcomindo Pratama Tbk and many more. PT. Telekomunikasi Indonesia Tbk or what we know about Telkom, which is a state-owned telecommunications company, is able to see this as a very big business opportunity. In 1995 Telkom launched Telkomsel as the first provider in Indonesia, until now Telkomsel has become the largest provider in Indonesia. The proof is in 2018, the total number of Telkomsel users is 150 million. Now Telkomsel can be said to be the king in the world of communication business. But this certainly can change if Telkomsel is satisfied. Many competitors also compete with each other competitions in giving satisfaction to customers in order to achieve loyalty. Telkomsel must be able to see from the customer's point of view to be able to give a sense of satisfaction.

So from this research will discuss about customer perceptions about Telkomsel which will be examined using sampling. The sampling technique itself uses a cluster sampling technique, and the correspondent coverage used is Telkom University students. The survey will be tested for validity and relibiality. From these results, further research will be carried out by measuring whether the programs carried out by Telkomsel have been efficient with the results of the survey. After review, these programs must cover three domains, namely, business, information systems,

and technology. The results of the study will be assessed, where Telkomsel's maturity assessment level is already taken.

The results of this study are able to determine where Telkomsel's maturity level is already using the Enterprise Architecture Assessment.

Key words : Enterprise Architecture, Assessment, Survey