

ABSTRACT

By seeing the condition of the telecommunications industry (Telco's) nowadays, Indonesia's are more open and have stiff competition, that expected to make the users of telecommunications service providers as priority of the company. The way is by increasing the quality and creating heterogeneity in the innovation of products and services that offered, so it can develop the technology market in particular internet services industry. Market development can be seen from the increase in users of internet services from year to year. This is used by PT Telekomunikasi Indonesia, Tbk (PT. Telkom) to make an innovation in the industry by providing internet service that is wifi.id. Wifi.id is a technology based on internet service. Wifi/hotspot is used as a medium to enjoy high speed internet service without subscribing it first. Wifi.id services can be found as well as accessible to the public in places such as shopping malls, cafes, hotels and other public places. In addition, to increase the convenience of accessing wifi.id using a laptop or smartphone, PT. Telkom provide supporting facilities including Wifi.id Corner. Bandung as the capital of West Java province is one of the cities with the highest levels of Internet service users in West Java which amounted to 16.4 million users. It is a challenge for PT Telkom to continue the development of services wifi.id on wifi.id the corner to improve the quality of Internet services in order to create satisfaction for the user. Provision of infrastructure and internet services continue to be made and developed by PT Telkom. According to Marketing and Sales & Customer Care Manager, there are still a complaints that arise from the quality of service wifi.id on wifi.id corner that available in Bandung.

Through this research, it will be the analysis of the service quality of Wifi.id at Wifi.id Corner in Bandung based on the dimensions of information quality & website information support, security & privacy, and customer services & technical support. In addition, an analysis of the perceived satisfaction of service users Wifi.id at Wifi.id Corner in Bandung is based on the dimensions of product quality, service quality, price, emotions and cost. A total of 400 questionnaires given that carried out directly to respondents as a user of the service Wifi.id at Wifi.id Corner in Bandung is conducted during March and April 2016. Data analysis was done by using a simple descriptive analysis.

Based on the results of data processing shows that the service quality of Wifi.id at Wifi.id Corner in Bandung is good and the user satisfaction has been satisfied. Based on the results of the study, to improve the service quality of Wifi.id at Wifi.id Corner in Bandung can be done by improving information quality and information website support by sorting out the information to be displayed on existing websites. To improve the user satisfaction, the company is expected to increase its brand personality.

Keywords: Service Quality, Customer Satisfaction