

Abstract

In the development of the modern world and globalization, the need for communication has become important for a society. Almost all of daily activities in our life intersect and even depend on communication by using a telecommunication service, also internet service has become a necessity for a society as the people's mobility is getting higher. The purpose of this study is to determine the performance, expectation, and the level of customer's satisfaction toward the service quality of Wifi.id at PT. Telkom's Wificorner in Bandung.

This study is a quantitative study. Sample was collected by distributing questionnaires, using purposive sampling method to 384 users of Wifi.id service. This study also uses Importance performance analysis (IPA) to determine the importance level of various relevant attributes and the performance level of the company on each attribute. Based on this study, the company performance given to the customers in term of service quality is 69.5 %, and the customer's expectation in Wifi.id service quality at a PT. Telkom's Wificorner in Bandung is 71.1 %. Based on the satisfaction level analysis, the satisfaction's rating is on the unsatisfied category because it has index of 0.974. Importance Performance Anaysis (IPA) resulted in 4 attributes that should be prioritized to be improved by Wifi.id at PT. Telkom's Wificorner in Bandung.

Keywords: Customer Satisfaction Analysis, IPA, Quality of Service