

ABSTRACT

An effort to improve service quality will be effective if it is based on customer perceptions. Considering the importance of customer perceptions to success in business, it is often described with the expression that “customer perception is the king”.

Until now, the assessment of service quality has been done based on the model of SERVQUAL (Parasuraman et.al, 1988). However, that model is considered to be still general, incomplete, and often not represents the services itself.

If SERVQUAL model is applied to the cellular telecommunication service, then there will be inappropriate and non-include dimension appear on it.

In this research, we will develop and formulate a new model that can represent cellular telecommunication service, which will be named CELLQUAL. That kind of model is formulated by service blueprint concept that will built a map on every kind of service activities structurally. The model consists of several dimensions, which are front liner service, network performance, reliability and convenience.

The CELLQUAL model will be implemented on service quality measurement from one of cellular operator in Indonesia, to be verified. The result of the implementation show that reliability dimension takes the biggest value of gap, while on the other side; network performance dimension takes the most important dimension based on customer perception. That model will investigate the location of problem that occurred on every service area and define the most important area based on customer perception. Because of that, the company of telecommunication cellular industry can know the priority of improvement from their service area by using CELLQUAL model.

Key Word : Measurement, Service Quality, Cellular Telecommunication