

ABSTRACT

According to the International Telecommunication Union, globally the users of telecommunications and information technology are growing rapidly from 2001-2016. Community needs to be important things that need to be considered one of them by companies engaged in services. In the case of service companies, customer satisfaction is one of the important factors in creating a good business climate, for example this case, IndiHome has not been maximized in satisfying the customer's desire. The purpose of this study is to determine the level of reality and customer expectations, the level of customer satisfaction and to know the attributes that must be improved to improve customer satisfaction.

The type of this research is descriptive method with quantitative approach. data collection techniques used were questionnaires distributed to 100 respondents who have subscribed to IndiHome and documentation study. This study uses the method of IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index).

The result of this research is the performance level of 73% in continuum line which means very good and 87% expectation level in the mean continuum line is very important for the customer. The result of the Customer Satisfaction Index (CSI) is 66.8% in the continuum line indicating that the customer has been satisfied. The attributes that must be corrected are in Quadrant I and Quadrant III. In quadrant I, attributes that need to be fixed like employees can be quick to deal with problems faced by customers. In quadrant III, attributes should be improved as employees should be more friendly and pay attention to customers to better understand what is desired and what is required by the customer.

Keywords: *IPA (Importance Performance Analysis), CSI (Customer Satisfaction Index), Customer Satisfaction*