

ABSTRACT

Telkomsel is currently the largest cellular operator in Indonesia. In 2016 Telkomsel implemented a business process called OTE program (Operation Transformation Excellent). The main purpose of Telkomsel Operation Excellent is to maintain the experiences of Telkomsel customers. But from the data it was found that total trend of customers complains about weak signal, unable to access data and disruption of cellular telephone activity experienced an upward trend of around 27% from the third quarter 2017 to second quarter 2018 period, this could inform experiences of dissatisfied Telkomsel customers. Refer to incident network activity in Telkomsel tends indicated a stagnant trend, it only increase 5% from third quarter 2017 until the second quarter of 2018 period.

The purpose of this research is to find out and conduct in-depth analysis / studies to review the effect of incidents (availability) in Telkomsel network elements on customer complaints

The theoretical approach used in this study is service management, the definition of complaints, behavior of customer complaints, triggers of customer complaints, complaint handling and critical incident techniques.

Research population data for the period December 2016 to October 2018. Data tested using multiple linear regression to determine the significant variables that affect customer complaints. Data analysis and processing by using SPSS software. Obtained results, three independent variables, minor, major and critical incident simultaneously affect the number of weak signal complaints, data service complaints and no effect on complaints of cellular telephone services. The incident became a trigger for the emergence of complaints with r-square value 13.8% for weak signal complaints, 17.0% for complaints of data access, 0.3% for complaints of cellular telephone services. Critical and minor incidents partially affect the number of weak signal complaints and data service complaints.

Keywords: Service Management, Network Incident, Complaints Behavior, Multiple Linear Regressions