

CHAPTER III

CONCLUSION AND SUGGESTION

3.1 Conclusion

Written concluded that:

- PT.Telecommunication Indonesia Tbk (TELKOM) is the largest to information.
- That TELKOM is good in services to consumers.
- During the field practice, the writr did greeting speedy only.
- Produce an analysis of the influence of service quality factors, the trust and customer satisfaction on customer loyalty and relationships among these factors.
- Provide feedback to service PT. Telkom in determining strategy increases Speedy customer loyalty
- PT.Telkom had given a lot of contributions especially in supporting the development of Lampung University.

3.2. Suggestion

To complete this report, the writer would like to give her suggestion based on the problem to reveal in prior pages. The writer hopes that these suggestions may be useful to determine the next of PT. Telkom increasing its quality especially in giving the best service to its consumers.

Therefore, improvement of the Speedy itself is still very much and some of the main things that the perceived need for immediate repair are:

1. PT. Telkom which is known as the biggest provider of telecommunication network in the country should be aware by the massive competition in the business field.
2. PT. Telkom should increase its promotion efforts in introducing the feature especially TELKOM service, so more people will be aware of the use features. The promotion efforts can be done by direct announcement to customer.
3. PT. Telkom should be more sensitive in responding the complaints of customers. This is done to again from customers and society and to avoid a feeling of being inflicted so customer will be satisfied by the service of PT. Telkom.

4. Improvement of infrastructure problems, the main constraints of the Speedy is still not stable existing infrastructure, especially of the condition of Telkom's IP infrastructure, network auditing and revamping of the end to end into a major development programs Speedy.
5. Billing problems, related to the development Speedy service, billing conventional Telkom must begin to evolve into a sophisticated billing is considering billing the primary motor telecommunications business. Without adequate billing will be difficult for Telkom to compete with competitors