

ABSTRAK

ANALISIS KUALITAS LAYANAN PADA PELANGGAN OPERATOR SELULER TRI (STUDI KASUS PADA MAHASISWA UNIVERSITAS LAMPUNG)

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Penelitian ini bertujuan untuk mengetahui sejauh mana kualitas layanan operator seluler Tri menurut para pelanggan. Analisis data yang digunakan yaitu metode *servqual* dan *Importance and Performance Analysis*. Jenis penelitian ini adalah *descriptive* yang didasarkan atas survei dengan pendekatan kuantitatif. Data diperoleh melalui survei 100 pelanggan mahasiswa Tri menggunakan kuisioner dengan teknik proporsional random sampling. Hasil analisis *servqual* menunjukkan para pelanggan Tri merasa kurang puas dengan layanan Tri, ditunjukkan dengan adanya beberapa gap negatif pada hasil perhitungan nilai *servqual*. Pada hasil *Importance and Performance Analysis* dari 21 atribut penilaian, kuadran A terdapat 4 atribut Tri yang menjadi prioritas utama namun kinerjanya kurang yaitu kurang cepatnya respon *customer service*, sinyal Tri kurang kuat, jaringan Tri kurang luas dan stabil, lalu biaya sms dan menelepon Tri mahal. Kuadran B terdapat 7 atribut yang sudah sesuai dengan harapan pelanggan yaitu kemasan Tri dilindungi segel, *customer service* bersedia membantu keluhan konsumen, tersedianya layanan Bima Tri, biaya internet Tri murah, masa aktif kartu dan kuota Tri panjang. Kuadran C terdapat 6 atribut yang dinilai biasa-biasa saja kinerjanya diantaranya mengenai kemasan, layanan karyawan di gerai Tri, kesesuaian iklan dengan fakta, info yang benar dari Tri, layanan yang baik oleh Tri, rasa aman yang diberikan oleh Tri. Kuadran D terdapat 4 atribut yang dinilai berlebihan kinerjanya oleh konsumen yaitu, sim card tidak mudah rusak, info pada kemasan Tri, variasi produk Tri yang spesifik, info yang responsif dari Tri.

Kata kunci: atribut, kepuasan konsumen, kualitas layanan.

ABSTRACT

AN ANALYSIS OF QUALITY SERVICE OF TRI OPERATOR ON THEIR CUSTOMERS (A CASE STUDY ON LAMPUNG UNIVERSITY COLLEGE STUDENTS)

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This study aims to determine the extent to which the quality of service of mobile operators Tri by the customers. Analysis of the data used is servqual method and the Importance and Performance Analysis. This is a descriptive research that is based on a survey with quantitative approach. Data obtained from a survey of 100 students of Tri customers, using a questionnaire with proportional random sampling technique. Results of the servqual analysis showed Tri customers were less satisfied with the service Tri, indicated by the presence of some negative gap on the calculation results servqual value. The result of Importance and Performance Analysis of 21 attributes assessment, quadrant A are four attributes Tri is a top priority, but its performance is less is less rapid response customer service, signal Tri less powerful, network Tri less comprehensive and stable, and cost sms and call Tri expensive , Quadrant B there are seven attributes that are in accordance with the expectations of customers are protected seal Tri packaging, customer service is willing to help with consumer complaints, availability of services Bima Tri, Tri's internet costs, the lifetime of the card and quotas Tri length. Quadrant C there are 6 attributes rated mediocre performance among others, the packaging, the service employees at Tri outlets, ad complies with the facts, the correct info from Tri, the service was good by Tri, a sense of security provided by Tri. Quadrant D are four attributes considered excessive performance by the consumer, namely, the sim card is not easily broken, the info on packaging Tri, Tri-specific product variations, the info is responsive from Tri.

Keywords: service quality, customer satisfaction, attributes, performance.