ABSTRACT

An increasing of cellular communication necessary and the growth of cellular companies caused a market competition where every company try to sell their product or their service by giving additional features from available system. The strict competition among the cellular companies could be felt by the customer with availability of ease in using their product or service. Thus, customer more critically and free to choose the best product and service which provide a customer satisfaction based on their needed. Therefore, company strived for closer with the customer and try to do research periodically.

The aim of this study is to know the level of customer satisfaction, the characteristic of customer, the level interest of the features that considered by customer SIMPATI, and to identify the important elements that must be correct to improve a good quality. A method that we use is Servqual to measure customer satisfaction. To get the relistic and objective result, other methods were applied. This study tried to integrate Fuzzy-Servqual and continued by PGVC Index Method. The excess of this methods is the ability of comprehend refraction and subjectivity which occur on data collecting through questionnaire, remind the difference of one evaluation to evaluation language, and the ability to know the elements that must be corrected to be improved based on customer satisfaction potential value and to know the service which not so important for the customer, that the company can reduce the cost for that service.

The result of this study is recommend the improvement steps that have to do for some selected improvement priority criteria through : provide alternative of voucher refill, increase card capacity, apply roaming area (local/international), provide variety of voucher fee, give the ease of substitute card if its lost or damage, do optimalization and network expand, do research periodically to observe customer satisfaction and monitor customer continuously so that company can compete with the other service companies.

Keyword : Customer Satisfaction, Cellular Telecommunication, Service Quality, Fuzzy, Indeks PGVC