

Analisis Penerapan Service Quality Melalui Online Customer Service (Studi Kasus: Twitter Indihome) = Analysis of Service Quality Implementation Through Online Customer Service (Case Study: Indihome Twitter)

Syarifa Nurdina Hidayah, author

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Abstrak

Internet saat ini menjadi hal yang fundamental dalam kebutuhan sehari-hari. Koneksi internet bisa didapat salah satunya melalui Wi-Fi (Wireless Fidelity). Salah satu penyedia layanan Wifi terbesar di Indonesia adalah Indihome, yaitu perusahaan dibawah PT. Telekomunikasi Indonesia. Mengingat Indihome bukan satu-satunya penyedia layanan Wi-Fi di Indonesia maka bagi setiap brand harus mampu mempertahankan kualitas layanannya. Kualitas layanan menurut Parasuraman, et al., (1985) ditentukan oleh sepuluh factor yaitu reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding atau knowing customer, hingga tangibles. Melalui metode content analysis serta desk research makalah ini mencoba mencari keterkaitan antara faktor-faktor penentu dalam kualitas layanan Indihome melalui customer service nya di Twitter. Hasil menunjukkan bahwa eksistensi kesepuluh faktor sudah terlihat di dalam akun @Indihome namun hanya tiga yang memenuhi ekspektasi dari para pelanggan. Faktor yang paling dirasa sangat kurang adalah faktor responsivitas yang dianggap monoton dan tidak solutif. Maka dari itu, diperlukan optimalisasi kualitas layanan melalui layanan konsumen agar dapat memenuhi ekspektasi pelanggan.

The Internet nowadays has become a fundamental need for everyday life. One or other way to get Internet connection is using Wi-Fi (Wireless Fidelity). The biggest Wifi provider in Indonesia is Indihome, a company under Telekomunikasi Indonesia. Since Indihome is not the only one wifi provider in Indonesia, therefore, a brand must maintain its service quality to fulfill customer needs. Service quality according to Parasuraman, et al., (1985) has ten factors to make it come true, there are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding or knowing customers, and tangibles. Through content analysis and desk research method, this article tries to find a relation between ten factors of service quality within Indihome service quality through their customer service on twitter. The result is that Indihome has already filled all of the factors, but Indihome hasn't fulfilled their customer expectations, only three of them that fulfilled by Indihome. The most unfulfilled factor is their responsivity that considered as unsolutive and monotone. Hence, Indihome needs to optimize their service quality through customer service, so that company will fulfill their customer expectations.