

## **ABSTRAK DAN ABSTRACT**

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The research was conducted on XL Go product, the latest product from PT.XL Axiata, which is one of the cellular telecommunication operator in Indonesia. The study grouped and mapped 20 factors of service quality in 4 groups of service quality factor that is critical factor, hygiene factor, enhancing factor and Neutral factor. Mapping is done to determine effective and efficient actions in improving service quality. Grouping is done based on ITSEQUAL Gap calculation between customer perception to customer expectation and calculation of significant influence of ITSEQUAL Gap on the sense not on perceived service quality. Research on 20 service quality factor, there are 6 service quality factor that is communication 2, access 3, responsiveness 2, reliability 4, reliability 6 and reliability 8 enter in critical factor group. The action that the critical factor group must make is to add services as it will add to delight, but the service should not be reduced because it will cause dissatisfaction. There are 12 service quality factors: communication 1, communication 3, access 1, access 2, access 4, access 5, access 6, reliability 1, reliability 2, reliability 3, reliability 5 and reliability 7 are included in the enhancing factor group. The action the enhancing factor group is adding to the service because it will add to delight, but the service may be reduced because it will not cause dissatisfaction. While 2 factors of service quality that is availability 1 and responsiveness 1 enter in group of neutral factor. The action the neutral group should take is not to increase the service because it will not add to delight, but if the service is reduced it will not reduce the satisfaction.

Keywords: XL Go, cellular telecommunication, ITSEQUAL gap, 20 service quality factors, 4 groups of service factors (critical factor, hygiene factor, enhancing factor and neutral factor).

## ABSTRAK

Penelitian ini dilakukan pada produk XL Go, produk terbaru dari PT.XL Axiata, yang merupakan salah satu operator telekomunikasi seluler di Indonesia. Penelitian melakukan pengelompokan dan pemetaan terhadap 20 faktor mutu layanan pada 4 grup faktor mutu layanan yaitu *critical factor*, *hygiene factor*, *enhancing factor* dan *Neutral factor*. Pemetaan dilakukan untuk menentukan tindakan efektif dan efisien dalam memperbaiki mutu layanan. Pengelompokan dilakukan berdasarkan perhitungan *ITSEQUAL Gap* antara persepsi pelanggan terhadap harapan pelanggan dan perhitungan pengaruh signifikan *ITSEQUAL Gap* terhadap rasa tidak pada mutu layanan yang dirasakan. Penelitian pada 20 faktor mutu layanan, ada 6 faktor mutu layanan yaitu *communication 2*, *access 3*, *responsiveness 2*, *reliability 4*, *reliability 6* dan *reliability 8* masuk dalam kelompok *critical factor*. Tindakan yang harus dilakukan kelompok *critical factor* adalah menambah layanan karena akan menambah kesenangan, namun layanan tidak boleh dikurangi karena akan menimbulkan rasa tidak puas. Ada 12 faktor mutu layanan yaitu *communication 1*, *communication 3*, *access 1*, *access 2*, *access 4*, *access 5*, *access 6*, *reliability 1*, *reliability 2*, *reliability 3*, *reliability 5* dan *reliability 7* masuk dalam kelompok *enhancing faktor*. Tindakan yang dilakukan kelompok *enhancing faktor* adalah menambah layanan karena akan menambah kesenangan, namun layanan boleh dikurangi karena tidak akan menimbulkan rasa tidak puas. Sedangkan 2 faktor mutu layanan yaitu *availability 1* dan *responsiveness 1* masuk dalam kelompok *neutral factor*. Tindakan yang harus dilakukan kelompok *neutral factor* adalah tidak menambah layanan karena tidak akan menambah kesenangan, namun jika layanan dikurangi tidak akan mengurangi kepuasan.

Kata kunci: XL Go, Telekomunikasi seluler, *ITSEQUAL gap*, 20 faktor mutu layanan, 4 grup faktor layanan (*critical factor*, *hygiene factor*, *enhancing factor* dan *neutral factor*).