ABSTRACT

PT. Telkom is a state-owned enterprise engaged in telecommunications services, one of its leading products is Speedy. As a large company with a single control ADSL-based Internet service provider, PT. Telkom is required to determine the level of customer satisfaction, one customer Speedy Warnet who became one of the main factors of success of PT. Telkom.

Measuring the level of customer satisfaction can be done using servqual *(service quality)* that was developed by Parassuraman et al. This method is one of them explains the relationship between management perceptions of consumer expectations (GAP 1) and services are faced with the expected consumer services (GAP 5). This research used a questionnaire that includes elements 7P namely, *product, price, place, promotion, people, physical evidence* and *process.*

Of the seven elements, obtained the lowest customer satisfaction level value is 2.81 (56.20%) with interest rate of 3:48 (69.60%) and the performance of Telkom employees of 4:56 (91.20%), level of satisfaction is there in the elements of *physical evidence* and to levels of customer satisfaction 3:48 highest (69.60%) with interest rate 4.72 (94.40%) and the performance of Telkom's employees amounted to 4.78 (95.60%), level of satisfaction *people* exist on the element. Value GAP 1 is 0011 (very good) and the value is -0034 GAP 5 (unsatisfactory).

From the results it can be concluded that the customers of Speedy Warnet at PT. Telkom Plasa Bandung VII feel quite satisfied with the services provided by PT. Telkom.

Keywords: SERVQUAL method, GAP 1 and GAP 5, Element 7P.