

ABSTRAK

Waruwu, Johannes Calvin. 2025. *Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan PT.Telkom (Persero) Gunungsitoli. Pembimbing Aferiaman Telaumbanua, SE,MM*

Kepuasan pelanggan merupakan salah satu indikator penting dalam menentukan keberhasilan dan keberlangsungan suatu perusahaan, terutama pada sektor jasa telekomunikasi yang memiliki tingkat persaingan tinggi. PT. Telkom (Persero) Gunungsitoli sebagai penyedia layanan internet menghadapi tantangan berupa ketidaksesuaian antara ekspektasi pelanggan terhadap kualitas jaringan yang cepat dan stabil dengan realita layanan yang masih mengalami gangguan. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi kepuasan pelanggan, meliputi kualitas layanan, harga, stabilitas jaringan, serta pelayanan pelanggan. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Data primer diperoleh melalui wawancara mendalam dengan pelanggan aktif PT. Telkom Gunungsitoli yang telah berlangganan minimal enam bulan, serta didukung oleh informan kunci dari pihak internal perusahaan. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kualitas layanan, terutama dalam hal responsivitas, keramahan, dan profesionalisme petugas, menjadi faktor utama yang memengaruhi kepuasan pelanggan. Stabilitas jaringan yang baik juga dinilai sangat menentukan, meskipun masih terdapat keluhan terkait gangguan koneksi. Faktor harga dinilai relatif lebih tinggi dibandingkan penyedia lain, namun dianggap sepadan dengan manfaat yang diterima. Selain itu, pelayanan pelanggan yang cepat dalam menanggapi keluhan memberikan kontribusi signifikan terhadap terciptanya rasa percaya dan loyalitas pengguna. Kesimpulannya, kepuasan pelanggan PT. Telkom Gunungsitoli dipengaruhi oleh kombinasi kualitas teknis dan non-teknis. Perusahaan perlu memperkuat kualitas jaringan, meningkatkan kompetensi layanan pelanggan, serta melakukan inovasi berkelanjutan agar mampu mempertahankan loyalitas pelanggan dan meningkatkan daya saing di pasar.

Kata Kunci: Kepuasan Pelanggan, Kualitas Layanan, Harga, Stabilitas Jaringan, Pelayanan Pelanggan.

ABSTRACT

Waruwu, Johannes Calvin. 2025. *Analysis of Factors Influencing Customer Satisfaction at PT. Telkom (Persero) Gunungsitoli*. Supervisor: Aferiaman Telaumbanua, SE, MM

Customer satisfaction is one of the important indicators in determining the success and sustainability of a company, especially in the telecommunications service sector, which is highly competitive. PT. Telkom (Persero) Gunungsitoli, as an internet service provider, faces the challenge of a mismatch between customer expectations of fast and stable network quality and the reality of services that still experience disruptions. This study aims to analyze the factors that influence customer satisfaction, including service quality, price, network stability, and customer service. This study uses a qualitative approach with a descriptive design. Primary data was obtained through in-depth interviews with active customers of PT. Telkom Gunungsitoli who have been subscribing for at least six months, and was supported by key informants from within the company. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing. The results show that service quality, especially in terms of responsiveness, friendliness, and professionalism of staff, is a major factor affecting customer satisfaction. Good network stability is also considered very important, although there are still complaints about connection disruptions. The price factor is considered relatively higher than other providers, but is considered commensurate with the benefits received. In addition, prompt customer service in responding to complaints contributes significantly to building user trust and loyalty. In conclusion, customer satisfaction with PT. Telkom Gunungsitoli is influenced by a combination of technical and non-technical qualities. The company needs to strengthen its network quality, improve customer service competencies, and pursue continuous innovation in order to maintain customer loyalty and increase competitiveness in the market.

Keywords: Customer Satisfaction, Service Quality, Price, Network Stability, Customer Service