

**KUALITAS PELAYANAN PT. TELKOM  
TERHADAP PASANG SAMBUNGAN BARU  
TELPON BERDASARKAN PRIORITAS KRITERIA  
MENURUT HARAPAN PELANGGAN**

**ABSTRAK**

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Tujuan dari penelitian ini adalah untuk mengetahui kualitas pelayanan Yantel/Serpo dalam hal pasang sambungan baru telpon berdasarkan prioritas kriteria menurut harapan pelanggan.

Perumusan masalah dalam penelitian ini adalah "Bagaimana kualitas pelayanan PT. TELKOM (dalam hal ini Yantel/Serpo) terhadap pasang sambungan baru telpon yang berkualitas berdasarkan prioritas kriteria menurut harapan pelanggan?"

Untuk memperoleh data, digunakan kuesioner dengan mengambil sampel sebesar 100 responden yang diberikan secara acak pada calon konsumen yang sedang mengurus permohonan pasang baru telpon di Yantel/Serpo PT TELKOM Yogyakarta. Dari data primer tersebut kemudian dibuat tabulasi. Sebelumnya dilakukan uji validitas dan reliabilitas dengan sampel 30 responden dan hasilnya menunjukkan bahwa kuesioner valid dan reliabel.

Hasil dari tabulasi data primer, berdasarkan alasan pemasangan sambungan baru telpon 81% yaitu sebanyak 81 responden memberi alasan untuk kemudahan

**THE QUALITY OF TELKOM SERVICES  
TOWARD NEW TELEPHONE LINE INSTALLATION  
BASED ON THE CRITERIA PRIORITY ACCORDING TO  
SUBSCRIBERS' EXPECTATION**

**ABSTRACT**

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The objective of this research is to find out the quality of Yantel/Serpo services in installing new telephone line based on the priority criteria according to subscriber's expectation.

The formulation of the problem is, 'How the quality of PT. TELKOM (Yantel/Serpo) services toward new telephone line installation based on the priority criteria according to subscribers' expectation is ?'

For obtaining the data, the writer uses questionnaire technique by taking sample of 100 respondents taken in random on applicants who are applying new telephone line at Yantel/Serpo of PT. TELKOM Yogyakarta. From the primary data, the tabulation is made. Firstly, the writer made validity and reliability tests with 30 sample respondents and the result show that the questionnaire is valid and reliable.

The result from the primary data tabulation, based in the reason of installing new telephone line (81%; that is 81 respondents) state that the reason is to make communication comfortable. Then, based on the necessity of installing new telephone line (93%; that is 93 respondents) state that using telephone is to communicate with