Analysis of customer Service Quality at Plaza PT. Telkom Sukabumi

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Abstract

The research was internet at analyzing the service quality of PT. Telkom Sukabumi. The research method applied was quantitative method with descriptive approaches. The population in this research were 6.049 visitors of the PT. Telkom Sukabumi City in 2021. Samples taken as many US 98 visitors by using Simple Random Sampling methods. The techniques of collecting data used were questionnaires and interviews. The results in this research indicate that the service quality of PT. Telkom Sukabumi City obtains a percentage of 82.65% and hypothesis testing obtained t_count 89.365 > t_table 1.66071. Futhermore, H0 is accepted and Ha is rejected. Such findings shows that the service quality of Plaza PT. Telkom Sukabumi city can be considered good

I. Introduction

Service public is Suite activity which given for assisting, procuring and managing goods and services from one party to the other. Good service to customers and level quality could achieved by consistent with increase service and give attention special on standard performance service, good standard service internal (system work, method service, cost) nor standard external service (the way is always consistent in order to get consumer expectations). Public service is the key to success in a business or service country whatever. The role will very determine if in activity service in in society, there is competition in an effort to seize services or the community which need. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

PT. Telekomunikasi Indonesia, Tbk, (TELKOM) is one of the Body Effort Owned by Country (BUMN) which move in field service service information and communication technology (ICT), Telkom's majority shareholder is Government Republic Indonesia with 52.09%, whereas the rest 47.91% is controlled by the public. PT. Telekomunikasi Indonesia has provided a special place designated as a place of direct service to customers, namely Plasa PT. Telkom. PT. Telkom is a form or name brand for booth Telkom which provided for serve customer orprospective customers who use Telkom services that will be served online direct (looks at advance) with various possibility background behind or causes, both regarding the need for all relevant information with Telkom, products and services, bill payments for telecommunications services and to meet the needs of the product itself (Annual Report, PT. Telkom Indonesia, Tbk. 2020: 46).

Service in this case is defined as a service or services that provided by the service owner in the form of convenience, speed, relationship, ability and friendliness which showed through behavior and attitude give service for satisfaction customer, in Thing this

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guarantor answer from provide service for user service is Customers Service (Center Service Information and Complaints).

PT. Telkom Sukabumi City is a wrong one of so many many agency that provide existing telecommunications facilities have value power pull alone for Public and also serve various needs customers regarding Telkom products, various kinds of services are prepared, namely: Telkom indihome (Internet), network tv cable and installation network phone. Loyalty by literally means faithfulness, that is faithfulness somebody to something object. Existence service which good, could cause loyalty from customer. Wrong one example which can seen is service Customers Service, if this service has not been able to serve its customers in a friendly manner and responsive so, said service the not yet can feel satisfied.

The number of visits received by Customer Services Plaza Telkom Group City Sukabumi on Year 2020, could seen as following:

Source: Plaza Telkom Group Sukabumi, 2021
Figure 1. *Visit Graph Plaza Telkom Sukabumi Year 2020*

Based on Figure 1 above, it can be explained that throughout the year 2020 Plasa Telkom Sukabumi has served as many as 5,894 customers who where the highest number of subscribers occurred in May as many as 518 subscribers and which Lowest in the moon April as much 447 Customer. With 63% customers access services via Online and 37% the rest come right away to Plaza Telkom Sukabumi.

Furthermore, Amount Customer which received by Customers Services Plasa Telkom Group Sukabumi City in 2021, can be seen as follows following:

Source: Plaza Telkom Group Sukabumi, 2021
Figure 2. *Graph of Customer Visits for Plasa Telkom Sukabumi Year 2021*

Throughout 2021, Plasa Telkom Sukabumi Customer Services has serving as many as 6,049 customers where the highest number of customers occurs on month October as much 531 Customer and which Lowest in the moon November as many as 470 Subscribers. If it is reviewed from the previous year, in 2021, Plasa Telkom Sukabumi will experience an increase in the number of visitors as much 155 Visitors or up 2.63% from the previous year.

Apart from offering various services, Plasa Telkom Sukabumi also offers services open service for every customer which want to convey complaint for products that have been used either directly visit Plaza or through connection Phone.

As for Amount Complaint which received by Customers Services Plaza Telkom Group City Sukabumi on Year 2020, could seen as following:

Source: Plaza Telkom Group Sukabumi, 2021
Figure 3. *Plaza Customer Complaint Graph Telkom Sukabumi Year 2020*

Throughout 2020 Plasa Telkom Sukabumi has received complaints customers as many as 298 kinds of complaints which is the highest number of complaints occur in month July as much 32 Complaint and which Lowest in the moon April a total of 18 complaints. With 38% of complaints caused by Internet Connection Indihome which unstable.

Next, the number of complaints received by Customer Services Plaza Telkom Group City Sukabumi on Year 2021, could seen as following:

Source: *Plaza Telkom Group Sukabumi, 2021*
Figure 4. *Complaint Graph Customer Plaza Telkom Sukabumi Year 2021*

On year 2021 Plaza Telkom Sukabumi has accept complaint customers as many as 237 kinds of complaints which is the highest number of complaints occurred in December with 27 complaints and the lowest was in June a total of 16 complaints. The majority of complaints are caused by indihome bills that are experienced a slight increase. If you look at the previous year, in 2021 Plaza Telkom Sukabumi experience drop Amount complaint as much 61 complaints or decreased by 25.74%. This is because Plasa Telkom Sukabumi committed for increase quality service from year to year.

PT. Telkom Sukabumi establishes Standard Operating Procedure (SOP) and Minimum Service Standards (SPM) which are used as guidelines in give service to customer to use increase quality service. Plaza Telkom Sukabumi Secrete SOUP which must obeyed by employees including employees are required to always apply AKHLAK: trust, competent, harmonious, loyal, adaptive, collaborative; (SOP Plasa Telkom, 2021)

In year 2021 Plaza PT. Telkom Sukabumi apply treatment different services compared to 2020. Where in 2020 all form service many in do by On line and had time no open service stare advance During a number of month because enforcement Restrictions Large-Scale Social (PSBB) in Sukabumi City added Plaza Telkom Sukabumi has implemented the WFH system (Work Form Home) for every the employee, will but in year 2021, service stare advance already run return and whole employee plaza already apply work in back office (Work From Office) by running the health protocol that set by the government. (Kabarsukabumi.com, 2020).

This of course will have an impact on the quality of service in the plaza Telkom itself because it needs to adjust the implementation of services again. Based on the description of the phenomenon above, the authors are interested in conducting research at Plaza PT. Telkom Sukabumi City with the title "Service Quality Analysis" on Customer in Plaza Telkom City Group Sukabumi."

The aims and objectives of this research will be achieved to namely to find out how the Quality of Service to Customers at Plaza Telkom City Sukabumi.

II. Review of Literature

2.1 Knowledge Administration Public

Administration public is knowledge about how management a public organization. Chandler, et al (1988: 29) suggest that public administration is a process by which resources and personnel public in organize and coordinated for formulate, implement and manage decision and policy public. Here they also explain that public administration is an art and knowledge (art and science) aimed at regulating public policy to solve public problems that occur in an organization or others. While Prajudi Atmosudirjo (1982:272) suggests opinion that Public Administration is the administration of the state as a organizations and administrations that pursue the attainment of character statehood.

In addition, Gerald Caiden (1982): argues that Administration Public mel- cover all activity which relate with maintenance affairs public or needs public. Room scope administration country is how person organize self they as public by collective and with Duty and obligation each one solves problem public for reach destination together.

Conclusions that can be drawn from the above understanding that public administration is a collaboration carried out by a group of people people or institutions in carrying out tasks to achieve goals effective and efficient use Fulfill needs public.

2.1 Management Service Public

Management is both a science and an art. As a science, management must have establishment scientific which strong. As art, management practiced depending on the abilities applied to achieve ideal result. Management in the Big Indonesian Dictionary (KBBI) is to organize, plan, manage resources to achieve a goal. It can be said that management is a science and art which study how control individual through person other (Taufiqurokhman & satispi, 2018:8). Whereas according to Ratminto (2005:4) management service is application knowledge and art for designing, implementing plans, facilitating and completing activities service for reach destination service which assertive and friendly customers, creating special interactions and quality control with customer. It can be concluded that public service management is a process of planning and implementing it and directing or open public activities for public service activities in order to achieve destination public service that has been established.

III. Research Method

Method quantitative called also method traditional or can called method empirical (Sugiyono, 2017: 6). Reason why method scientific is because Fulfill principles scientific which concrete or empirical, objective, measurable, enter sense, and systematic. Data study in the form of numbers and use statistics for analysis. According to Suharsimi Arikunto (2013:3) that: "Descriptive research method is research that is intended to investigate the circumstances, conditions or other things that have been mentioned, the results of which presented in the form of a research report". In descriptive research there are phenomena in the form of forms, activities, characteristics, changes, relationships, similarities and difference between phenomenon the one with the others.

In study this use measurement scale likert that is allow respondents to count items on a scale of five to seven points depending on the number of their agreement or disagreement on items the (Hardani, et al 2020 : 390)

Definition operational meant for share references any empirical that can be found in the field so that it can be described the concept in question is correct so that the concept

can be observed and measured (Purwanto & Sulistyastuti, 2017: 18). Meanwhile, according to Silalahi (2015: 308) operationalization variable is process replace abstract term Becomes empirical term or indicator which could observed or measured.

Study this use scale likert. Scale likert used for measure behavior, comment, as well as assumption somebody or group people about social phenomena. With a Likert scale, the variables to be measured spelled out Becomes indicator variable. Then indicator the made as point reject for arrange items instrument which could shaped statement or questions (Sugiyono, 2017: 93).

Population is a generalization area consisting of: objects/subjects which have certain qualities and characteristics that were inaugurated by researchers in order to studied as well as drawn the conclusion (Sugiyono, 2017: 80). Population can in the form of an organism, a person or group of people, citizens, organizations, goods, object, incident, or report sample that taken for be measured (Please, 2015: 372). In this study, the population is Plasa Telkom Group visitors Sukabumi in year 2021, with population 6.049 visitors. Techniques for determining samples on This research is a simple technique Random Sampling. Sampling from population conducted by random without notice level which there is in population so that said simple or simple (Sugiyono, 2017: 81).

The error tolerance levels in the study were 5%, 10%, and 15%, level error maximum which taken is 15%. The bigger level error, the smaller the sample size, and the smaller the error rate, the bigger amount sample which obtained. Following is formula for determine amount sample study use formula Slovin (Riduwan, 2005:65).

Based on calculation sample the obtained results 98.37 which rounded up Becomes 98. With thereby sample which needed is 98 user service at Plaza Telkom Sukabumi Group.

For quantitative research, technique collection data which used is survey questionnaire, survey interviews and non-reactive methods as well as statistical data that available (Please, 2015:421). Technique collection data in study this is questionnaire.

Questionnaire is a data collection technique which is done by distribute written statements or questions to respondents to be answered (Sugiyono, 2017: 142). Questionnaire in study this used as instrument for analyze quality service Plaza PT. Telkom Group Sukabumi. In study this, researcher spread questionnaire to 98 respondents. The researcher assessed that the use of the questionnaire was the most appropriate because it was considered most effective and efficient as well as relate directly with respondents. Meanwhile, interviews were conducted to obtain information related to initial data Standard Operating Procedures (SOP) and Minimum Service Standards (SPM) applied in Plaza Telkom Group Sukabumi.

IV. Result and Discussion

4.1 Test Validity

The validity test shows the extent to which the measuring instrument it measures what be measured. The high and low validity of the instrument shows so far where is the data not collected deviate from the description of the variables studied. Test validity instrument study this use method pearson product moment with program SPSS version 25. For knowing items statement questionnaire on variable quality service Plaza Telkom Sukabumi declared valid or no valid served on table following:

Table 1. Results Test Validity Quality Service

No Items	r count	r table	Information
1.	0.437	0.199	Valid
2.	0.384	0.199	Valid
3.	0.458	0.199	Valid
4.	0.466	0.199	Valid
5.	0.397	0.199	Valid
6.	0.401	0.199	Valid
7.	0.307	0.199	Valid
8.	0.389	0199	Valid
9.	0.356	0.199	Valid
10.	0.414	0.199	Valid
11.	0.425	0.199	Valid
12.	0.350	0.199	Valid
13.	0.416	0.199	Valid
14.	0.521	0.199	Valid
15.	0.351	0.199	Valid

Source: though data SPSS version 25, 2022

Based on the validity test, all items of the statement are valid, which means that all statements can measure what will be measured i.e quality service Plaza Telkom Sukabumi. On table on items which has the highest validity value is found at number 14 with a value of 0.521 whereas items which have validity Lowest there is on items number 7 with value of 0.307.

4.2 Test Reliability

Reliability test is to find out whether the measuring instrument designed in the form of the questionnaire is reliable, if a reliable measuring instrument is used repeatedly will give results which relatively same (with a little difference). For measure reliability something tool measuring used method statistics, namely through the reliability coefficient, if the reliability coefficient is greater from 0.60 then overall statement declared reliable. instrument reliability test or quality variable questionnaire service at Plaza Telkom Sukabumi served on table following:

Table 2. Results Test Reliability Quality Service

Cronbach's Alpha	N of Items
,634	15

Source: though data SPSS version 25, 2022

Score alpha as big as 0.634 score this more big from 0.60 which it means instrument variable quality service reliable or could received.

4.3 Results Answer Questionnaire Quality Service in Plaza Telkom Sukabumi

Data on respondents who have filled out the questionnaire from the variable quality service in Plaza Telkom Sukabumi outlined with statistics descriptive. Statistics descriptive used for knowing frequency and the percentage of answers given by respondents on each statement item. Variable quality service in Plaza Telkom Sukabumi consist from 15 items statement which has declared valid with respondent as much 98 person.

Researcher explain response respondent about variable quality service in Plaza Telkom Sukabumi based on theory parasuraman , et al (1988: 12-40) which consist from 5 dimensions that is proof direct (tangibles) , reliability , responsiveness , assurance , and _ _ _ _ _ _ empathy . _ _

4.4 Proof Direct (tangibles)

Dimension which first from variable quality service is direct evidence (tangibles). To measure this dimension can be seen from response respondents in the table as follows:

To find out respondents' responses to the Customer Service Plaza Telkom Sukabumi has a neat appearance , it can be seen from the table below this:

Table 3. Response Respondent About Customers Service Plaza Telkom Dress up Neat

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	26	130	26.5%
2	Agree	4	66	264	67.3%
3	Doubtful	3	6	18	6.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**412**	**100%**

Source: researcher, 2022

Based on table 3 , is known from 98 respondent which stated agree by 67.3%, which stated strongly agree by 26.5% and which state leaven-doubt as big as 6.2%. Indicator on shows that most of the respondents agree to assess Customer Service Plaza Telkom Sukabumi in operate his job always look neat .

For knowing response respondent about availability comfortable waiting room / service facilities neatly arranged at Plaza Telkom Sukabumi could seen from table below :

Table 4. Response Respondent About Availability Room Wait which ComfortableFacility organized service Neat at the Plaza Telkom Sukabumi

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	31	155	32%
2	Agree	4	61	244	62.9%
3	Doubtful	3	6	18	5.1%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%

	Amount		98	417	100%

Based on table 4, is known from 98 respondent which stated agree by 62.9%, who stated strongly agree by 32%, and which state doubtful as big as 5.1%, Indicator on show that part big respondent agree evaluate Facility Service arranged neat in Plaza Telkom Sukabumi.

For knowing response respondent about Cleanliness The waiting room at Plaza Telkom Sukabumi can be seen from the table below this:

Table 5. Response Respondent About Cleanliness Room Wait in Plaza Telkom Sukabumi Very Well

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	26	130	26.5%
2	Agree	4	63	252	64.3%
3	Doubtful	3	9	27	9.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		98	409	100%

Based on table 5 , it is known that 98 respondents stated that agree by 64.3%, which states strongly agree by 26.5%, and who expressed doubt by 9.2%, the above indicator shows that most of the respondents strongly agree to assess the cleanliness of the room wait in Plaza Telkom Sukabumi already good.

Dimension which second in variable quality service is reliability (reliability), for measure dimensions this could seen from response respondent on table as following:

For knowing response respondent about Part Customers Service in Plaza Telkom Sukabumi give service appropriate on time can be seen from table under this:

Table 6.Response Respondent About Customer Section Service in Plaza Telkom Sukabumi Give Service Appropriate On time

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	27	135	27.6%
2	Agree	4	61	244	62.2%
3	Doubtful	3	10	30	10.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		98	409	100%

Based on table 6 , It is known from 98 respondents stated that agree by 62.2%, which states strongly agree by 27.6%, and who expressed doubt by 10.2%. The indicator above shows most of the respondent agree Customers Service in Plaza Telkom Sukabumi provide the right service on the time.

For knowing response respondent about Customers Service at Plaza Telkom Sukabumi provides the right service according to with needs could seen from table under this:

Table 7. Respondents Response Regarding Customer Service at Plaza Telkom Sukabumi provide service which right fit with need

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	20	100	20.4%
2	Agree	4	71	284	72.4%
3	Doubtful	3	7	21	7.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**405**	**100%**

Source: researcher, 2022

Based on table 7 , it is known from 98 respondents stated that agree by 72.4%, which states strongly agree by 20.4%, and who expressed doubt by 7.2%. The indicator above shows that most respondents agree Customer Service at Plaza Telkom Sukabumi give service which appropriate in accordance with need .

For knowing response respondent about Customers Service at Plasa Telkom Sukabumi can be relied on in handling problem could seen from table below :

Table 8. Response Respondent About Customers Service in Plaza Telkom Sukabumi could reliable in handle problem

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	20	100	20.8%
2	Agree	4	62	248	64.6%
3	Doubtful	3	16	48	14.6%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**396**	**100%**

Source: researcher, 2022

Based on table 8 , is known as big as 98 respondent stated agree by 64.6%, who stated strongly agree by 20.8%, and those who expressed doubt were 14.6%. Indicator above shows that most of the respondents agree that Customer Service in Plaza Telkom Sukabumi could reliable in handle problem.

4.6 Power Respond (responsiveness)

The third dimension of the service quality variable is power responsiveness , to measure this dimension can be seen from response respondents in the table as following:

For knowing response respondent about Customers Service at Plaza Telkom Sukabumi Responds to Customer Complaints with fast could seen from table below :

Table 9. Response Respondent About Customers Service at Plaza Telkom Sukabumi Responding to Customer Complaints Quickly

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	20	100	20.4%
2	Agree	4	70	280	71.4%
3	Doubtful	3	8	24	8.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**404**	**100%**

Source: researcher, 2022

Based on table 9 , is known as big as 98 respondent which agreed by 71.4%, who stated strongly agree by 20.4%, and yang state doubtful by 8.2%. Indicator on shows that most of the respondents agree that Customer Service in Plaza Telkom Sukabumi Respond Complaint Customer with fast, so that problems that arise fast resolved.

For knowing response respondent about Customers Service in Plaza Telkom Sukabumi give information which clear to customer can seen from table under this:

Table 10. Respondents Response Regarding Customer Service at Plaza Telkom Sukabumi Give Information that clear to customers

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	24	120	24.5%
2	Agree	4	70	280	71.4%
3	Doubtful	3	4	12	4.1%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**412**	**100%**

Source: researcher, 2022

Based on table 10 , is known as big as 98 respondent which agreed by 71.4%, who stated strongly agree by 24.5%, and yang expressed doubts of 4.1%. Indicator on show that part big respondent agree Plaza Telkom Sukabumi capable give information which clear to customer so that customer feel helped get information about service Plaza Telkom Sukabumi.

For knowing response respondent about Customers Service at Plaza Telkom Sukabumi is ready to help customers if they have one difficulty could seen from table below :

Table 11. Respondents Response Regarding Customer Service at Plaza Telkom Sukabumi ready help Customer if there is Difficulty

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	17	85	17.3%
2	Agree	4	76	304	77.6%
3	Doubtful	3	5	15	5.1%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**404**	**100%**

Source: researcher, 2022

Based on table 11 , is known as big as 98 respondent which stated agree by 77.6%, which stated strongly agree by 17.3%, and yang state doubtful by 5.1%. Indicator on shows that most of the respondents agree that Customer Service in Plaza Telkom Sukabumi capable face every complaint passenger.

4.7 Guarantee (assurance)

Dimension which fourth from variable quality service is guarantee (assurance), for measure dimensions this could seen from response respondent on table as following:

For knowing response respondent about knowledge Customers Service about service which provided Plaza Telkom Sukabumi already well could seen from table below :

Table 12. Respondents' Responses Regarding Customer Service Knowledge about service which provided Plaza Telkom Sukabumi already good

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	20	100	20.4%
2	Agree	4	67	268	68.4%
3	Doubtful	3	11	33	11.2%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**401**	**100%**

Source: researcher, 2022

Based on table 12 , is known as big as 98 respondent which agreed by 68.4%, who stated strongly agree by 20.4%, and 11.2% expressed doubt. Indicator above shows that most of the respondents agree that Customer Service in Plaza Telkom Sukbumi have knowledge and Skills which adequate.

For knowing response respondent about part Customer Service at Plasa Telkom Sukabumi is able to answer any questions question could seen from table below :

Table 13. Respondents Response Regarding the Customer Service Section at Plaza Telkom Sukabumi able to answer every question

No	alternative Answer	Weight Score	Frequency	Amount Score	Percentage %
1	Very Agree	5	16	80	16.5%
2	Agree	4	70	280	72.2%
3	Doubtful	3	12	36	11.3%
4	Not Agree	2	0	0	0%
5	Very No Agree	1	0	0	0%
	Amount		**98**	**396**	**100%**

Source: researcher, 2022

Based on table 13 , it is known that 98 respondents stated that agree by 72.2%, those who strongly agree by 16.5%, and those who state doubtful as big as 11.3%. Indicator on show that Most of the respondents agree that Customer Service at Plaza Telkom Sukabumi capable every answer every question.

4.8 Discussion Results Study

In this study, the theory used is the theory of service quality according to Parasuraman , et al (1988: 12-40) which consists of 5 dimensions. First, quality service Plaza Telkom Sukabumi on dimensions proof direct (tangibles) get score as big as 1,238 or equivalent with 84.22%. Acquisition score The highest in this dimension is the indicator of the availability of waiting rooms which are comfortable / service facilities are neatly arranged, and the lowest score is at waiting room cleanliness indicator. This shows that Plasa Telkom Sukabumi in the eyes of customers in general already have available space wait comfortable and neat.

Second, quality service Plaza Telkom Sukabumi on dimensions reliability (reliability) obtained a score of 1,210 or equivalent with 82.31%. The highest score on this dimension is in the Customer Service provides timely service, and gains value The lowest in this dimension is the indicator for the Customer Service section reliable in dealing with problems. This shows that Plasa Telkom Sukabumi always provide service appropriate time to customer.

Third, quality service Plaza Telkom Sukabumi on dimensions power responsive (responsiveness) get score as big as 1,220 or equal to 82.99%. Acquisition score highest on dimensions this is on indicator customer Service give information which clear to customer, and The lowest score on this dimension is the Customer Service indicator Respond Customer Complaints Quickly. It shows that effort Customer Service in provide clear information to customers already good.

Fourth, quality service Plaza Telkom Sukabumi on dimension guarantee (assurance) get get score as big as 1.196 or equivalent with 81.36%. The highest score on this dimension is the indicator Customer Service Knowledge section regarding services provided by Plaza Telkom Sukabumi, and the lowest score on this dimension is in Indicators of the Customer Service section are able to answer every question. This matter

show that Customers Service in Plaza Telkom Sukabumi already have knowledge and understanding which good to her job.

Fifth, the service quality of Plasa Telkom Sukabumi on the empathy dimension (Empathy) got a score of 1,211 or equivalent to 82.38%. Acquisition the highest value on this dimension is in the Customer Service section indicator always put the interests of customers first, and obtain the lowest value on This dimension is the indicator that the Customer Service section pays attention individual. Thing this show that Customers Service Plaza Telkom Sukabumi in doing his job always prioritize interest customer.

From the five dimensions of the service quality variable above , the results obtained are scores an assessment of 6,075 or equivalent to 82.65%. This shows that The service quality of Plasa Telkom Sukabumi can be stated as good. That matter also reinforced by the assessment score of each dimension which can also be stated good. However, there are still service indicators that need to be get a fix. This means that there is a need for improvement quality of service on these indicators, one of which is increasing performance officer if there is complaint customer fast in give solution and finish it.

Percentage contribution every dimensions to total achievement variable quality service can be seen on picture below this :
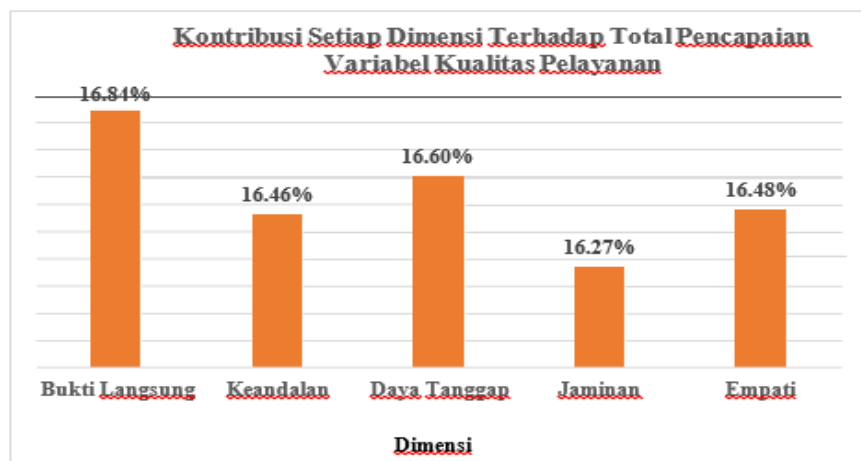

Figure 5. *Contribution Every Dimension To Total Achievement Variable Quality Service*

Based on Figure 5 above, it can be seen the contribution of the direct evidence dimension (tangibles) to total achievement variable quality service by 16.84%, the contribution of the reliability dimension to the total achievement of the quality variable service by 16.46%, the contribution of the responsiveness dimension to the total achievement variable quality service as big as 16.60%, contribution dimensions guarantee (assurance) to total achievement variable quality service as big as 16.27%, and the contribution of the empathy dimension to the total achievement of the variable quality service as big as 16.48%. Thing this show that dimensions proof direct (tangibles) have contribution most tall to total achievement variable quality service. Whereas dimensions guarantee (assurance) have contribution most low to total achievement variable quality service.

V. Conclusion

Based on the results of research and data analysis that has been carried out, it can be concluded that the service quality of Plaza PT. Telkom Sukaabumi including in category good that is with acquisition score percentage as big as 82.65%. The service quality assessment is an accumulation of 5-dimensional values quality service according to theory parasuraman, et al (1988: 12-40) with Dimensions description proof direct (tangibles) which covers aspect appearance customer employee service and facilities and infrastructure for the Plaza PT. Telkom already including in category good. The dimension of reliability (reliability) which includes aspects of Customer employees Service in operate his job already including in category good. Only just need existence enhancement specifically in Thing give service which fast to visitors/customers. Dimensions of Responsiveness (responsiveness) which includes aspects of employee's customer service Plaza PT. Telkom in give information which clear already including in category good. But still need existence enhancement performance employee customer service in face problem which arise and face complaint visitors/customers.

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