

INTISARI

Studi ini meneliti Kualitas Pelayanan Divisi *Business Government And Enterprise Service* PT.Telekomunikasi Indonesia Witel Yogyakarta. Tujuan penelitian ini adalah Untuk mengetahui kualitas pelayanan divisi *Business Government and Enterprise Service* PT.Telekomunikasi Indonesia Witel Yogyakarta. Rumusan masalah pada penelitian ini adalah Bagaimana kualitas pelayanan divisi *Business Government and Enterprise Service* PT.Telekomunikasi Indonesia Witel Yogyakarta. Penelitian ini menggunakan metode deskriptif dengan pendekatan dan pengolahan kualitatif yang menggambarkan dan menjelaskan hasil dari observasi lapangan mengenai Kualitas Pelayanan Divisi *Business Government And Enterprise Service* PT.Telekomunikasi Indonesia Witel Yogyakarta yang diterapkan dengan metode wawancara kepada 2 informan yang terdiri dari *Assistant Manager Territory Sales* dan *Account Manager*. Berdasarkan hasil penelitian yang telah dilakukan dapat ditarik kesimpulan bahwa Kualitas Pelayanan Divisi *Business Government And Enterprise Service* PT.Telekomunikasi Indonesia Witel Yogyakarta sudah sesuai dengan teori indikator kualitas pelayanan yaitu *Tangible, Responsiveness, Reliability, Assurance, Empathy*.

Kata kunci: Kualitas Pelayanan, *Tangible, Responsiveness, Reliability, Assurance, Empathy*.

ABSTRACT

This study examines Service Quality of Business Government and Enterprise Service Division PT.Telekomunikasi Indonesia Witel Yogyakarta. The purpose of this study is to know the quality of service division Business Government and Enterprise Service PT.Telekomunikasi Indonesia Witel Yogyakarta. The formulation of the problem in this research is how the quality of Business Services and Enterprise Service division PT.Telekomunikasi Indonesia Witel Yogyakarta. This research use descriptive method with approach and qualitative processing which describe and explain result from field observation about Service Quality of Business Government And Enterprise Service Division PT.Telekomunikasi Indonesia Witel Yogyakarta applied by interview method to 2 informant consisting of Assistant Manager Territory Sales and Account Manager. Based on the results of research that has been done can be drawn the conclusion that Quality Service Division Business Government And Enterprise Service PT.Telekomunikasi Indonesia Witel Yogyakarta is in accordance with the theory of service quality indicators that is Tangible, Responsiveness, Reliability, Assurance, Empathy.

Keywords: *Service Quality, Tangible, Responsiveness, Reliability, Assurance, Empathy.*