

ABSTRACT

Telkom Indonesia is a State Owned Enterprises in the form of Limited Liabilities Company, that makes Telkom have the right to gain profit as big as it can. In their time to gain profit, Telkom Indonesia have many different product to offered to the people, one of the kind is IndiHome. IndiHome is an entertainment program that offer an internet service, TV cable, and home telephone. IndiHome was mentioned to be the one of the biggest earning for Telkom which scattered throughout Indonesia with the mission to become the biggest internet service provider in Indonesia. This situation raises the question of how well Telkom consistency or their good intention in serving their customer, which mean that they're not just focusing on gain more customer but also doing their best for the old customer and also see how their customer in measuring Telkom good intention in serving customer. After conducting research it can safely be concluded that Telkom has doing their best to always give the customer the service they deserve, even in the smallest area or the farthest area, they also handle the customers complaint as soon as they can, being responsive. That situation causes the customer to feel satisfy with the service that offered by Telkom. However, as a company that put customers as their number one priority, it's still imposible to say that their service was perfect, Telkom still need to improve and keep innovated.

Key words: Telkom Indonesia, IndiHome, subscription contract.

Telkom Indonesia merupakan sebuah Badan Usaha Milik Negara yang berbentuk PT. (Perseroan Terbatas) sehingga mempunyai kewenangan untuk mencari keuntungan sebesar-besarnya. Dalam mencari keuntungannya, Telkom Indonesia mempunyai berbagai macam produk yang ditawarkan ke masyarakat, salah satunya ialah IndiHome. IndiHome merupakan sebuah program hiburan yang melingkupi layanan internet, TV, dan telpon rumah. IndiHome digadang menjadi salah satu pendapatan Telkom yang besar dengan berusaha menggaet seluruh masyarakat Indonesia dan menjadi penyedia layanan komunikasi terbesar di Indonesia. Muncul pertanyaan akan bagaimana konsistensi atau itikad baik Telkom dalam melayani pelanggan, dalam artian tidak hanya sekedar menambah pelanggan tapi juga benar-benar memberikan layanan yang maksimal terhadap seluruh pelanggan dan melihat bagaimana penilaian pelanggan terhadap itikad baik dari Telkom dalam melayani pelanggan. Dari hasil penelitian dapat disimpulkan bahwa Telkom telah berusaha dengan maksimal untuk senantiasa memberikan layanan yang terbaik terhadap seluruh pelanggan, bahkan di tempat-tempat kecil, keluhan pelanggan pun senantiasa dilaksanakan dengan cepat tanggap. Hal tersebut membuat pelanggan cukup puas dengan pelayanan yang diberikan Telkom. Namun, layaknya perusahaan yang mengutamakan konsumen tentu tidak lepas dari kesalahan dan perlu untuk terus berbenah dan berinovasi.

Kata Kunci : Telkom Indonesia, IndiHome, perjanjian berlangganan