

ANALYSIS OF CUSTOMER COMPLAINT MANAGEMENT ON THE INDIHOME

Oleh

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Abstrak

One of the internet providers is PT Telekomunikasi Indonesia, Tbk with its product IndiHome. With so many people subscribing to IndiHome, it does not rule out the possibility of network disruptions. According to Daryanto (2021:34) revealed that complaints are complaints or submissions of dissatisfaction with discomfort, irritation, and anger over service/products. This study aims to analyze the implementation of complaint management on IndiHome network disruptions by PT Telkom Akses Solo. The research design used by the author is a case study with a descriptive method. Then the author used research data from interviews and observations regarding the management of complaints of IndiHome customer network disruptions. In addition, mendescribing problems and solutions to problems experienced by PT Telkom Akses Solo when managing complaints of customer network disruptions. Based on the results of the study, the treatment provided is quite good and in accordance with the established procedures. Then, PT Telkom Akses Solo can maintain fast service so that customers are loyal and do not move to competitors. In the use of technology, to report network disturbances through the myIndiHome application, then education can be done to customers even more massively about the use of the myIndiHome application.

Kata Kunci: Excellent Service, Customer Complaints, Management

PENDAHULUAN

Technology in the future will develop rapidly. The *familiar* language that is often understood by the public about the development of *technology* is the industrial revolution. The development of the industrial revolution began from the industrial revolution 1.0, 2.0, 3.0, up to 4.0. Marsudi and Widjaja (2019: 3) revealed that the industrial revolution 4.0 was marked by the full use of digital and information technology. So the industrial revolution 4.0 is characterized by behavior changes that can be done digitally based. Every behavioral activity of today's society definitely needs the so-called internet. People can chat with each other without having to face each other directly because of the presence of the *internet* or network. Many *platforms* called social media adorn today's life. Not only *platforms* in the form of social media but there are other *platforms* in several fields that need an internet.

In the current conditions, where almost the entire world is experiencing the *Covid-19* pandemic, including Indonesia. This *Covid-19* pandemic, which spreads rapidly between people, makes activities that gather crowds have to be limited. For example, school activities must also be carried out *online* or from home. In addition to school, there is also work done in the office that is done from home or *work from home* (WFH). According to Ma'rifah (2020:54) working from home indicates the work location at home by communicating to the office, while working from a branch office indicates the work location not at home but in the nearest office. So, when the employee is *working from home* and needs communication to the office, it can be *via* the internet network using one of the communication *platforms*.

The existence of an internet network will make it easier to complete work. Then with the

internet this can also be used for communication with colleagues who are separated by distance. For example, employee A works in the office and employee B works from home. When one of them needs a chat about the completion of the work then they chat through one of the chat *platforms*. The chat *platform* is definitely its use with the internet. So now it can be said that the era is the internet era.

This internet era can also be said to be the *digital* era. Setiawan (2017: 3) argues that the internet-based digital world makes all the activities of its residents without the boundaries of time and space. So, Almost every activity that is done digitally is *flexible*. Of course, from this information with this *digital* world, it can facilitate people's affairs or activities by using sophisticated / modern equipment. This sophisticated equipment can be operated with the internet or without the internet. One of the sophisticated equipment that is often encountered even everyone has is a *smartphone* (small computer). This tool is useful for people's lives, especially since this tool also has features for internet networks that can be used to communicate over long distances.

The internet network seems to be the main human need. Especially in the era that is already *digital* and the current situation that almost needs to be called the internet, making internet network provider companies appear that offer services that are attractive to the public. Internet service provider companies in Indonesia are not just one but there are several. As stated by Mr. Hendra that currently there is Telkom with IndiHome, Biznet, First Media and *Iconnet* owned by PLN.

PT Telekomunikasi Indonesia, Tbk. (PT. Telkom) is one of the largest and most complete internet network service providers in Indonesia. PT Telkom is one of the SOEs engaged in telecommunications services. In its operations, PT Telkom is customer-oriented. These customers enjoy several service products from PT Telkom. Indonesia Digital Home

(IndiHome) is one of the service products from PT Telekomunikasi Indonesia (TELKOM), Tbk which offers several services. These services are in the form of landlines (voice), Internet (internet on fiber), or digital television (*UseeTV*). On the [https:// website www.indihome.co.id](https://www.indihome.co.id) there are service packages offered for customers, namely, 2P (*dual play*) and 3P (*triple play*).

PT Telkom Akses which is one of the subsidiaries of PT Telekomunikasi Indonesia, Tbk (PT Telkom) and is engaged in providing access network installation services, network infrastructure development, *managing Network Terminal Equipment* (NTE), as well as operating and maintaining access networks. In addition to having good IndiHome products, it is also necessary to provide satisfaction to customers. By providing services from complaints of indiHome customer network disruption complaints, it must be addressed appropriately and quickly. From complaints of diverse network disturbances, handling of these complaints is required. Of course, the handling is done properly, precisely, clearly, appropriately and completely.

Of the many who subscribe to IndiHome, it is possible that IndiHome services will experience disruptions. If the customer experiences an IndiHome network disruption, then make a report starting from the telephone *call center*, myIndiHome application, social media or come directly to the nearest telkom plant. At PT Telkom Akses, which deals with reports of indiHome customer network disturbances, it is in the *Heldesk section*. *Helpdesk* is one of the units at PT Telkom Akses which has the task of handling network disruptions that come in from customer reports. So, if there is a network disruption, the IOAN *Helpdesk* section has a role in dealing with the network interference.

According to Daryanto (2021:34) revealed that complaints are complaints or submissions of dissatisfaction with discomfort, irritation, and anger over service/products.

Customer complaints submitted may relate to products/services and services. These complaints are important to be addressed by service/product providers. If customer complaints are not responded to properly and customer dissatisfaction arises, it can cause poor relationships / conflicts between the company and customers.

As happened in one of the operating areas in region 4, precisely at PT Telkom Akses Solo. Problems regarding network disruptions eventually make customers report to immediately ask to be dealt with. The following is attached to figure 2 of how much per sector the solo area customer report that was entered to report in February 2022. The sector is an auxiliary area for witel operations. The sectors in the Solo area consist of Boyolali (BYL), Gladag (GLD), Karanganyar (KAR), Klaten (KLX), Kerten (KRT), Kartosuro (KTO), Sukoharjo (SKH), Solo Palur (SOP), Sragen (SRG), and Wonogiri (WNG).

A similar research to the authors conducted by Wirakanda and Putri (2020) with the title Analysis of Customer Complaint Handling (Case Study at the Bandung Post Office). His research conducted an assessment of the handling of complaints at the Bandung Post Office. The object used by researchers of the Bandung Post Office is a customer who has complained about delivery services at the Bandung Post Office. Bandung Post Office researchers used a survey using a questionnaire addressed to respondents to get the required data. The discussion method used is by validity test and reliability test. While the difference with the author in his research method uses case research. From the data used is the data generated from the interview. While the discussion method is with a descriptive method.

Dwiya (2018) conducted a study entitled The Effect of Service Quality and Complaint Handling on Customer Trust (Case Study on Honda Astra Motor). In his research, Dwiya used a research object that focused on the Honda Astra Motor Cokroaminoto Denpasar

dealership. The data used by Dwiya uses quantitative and qualitative data. Then Dwiya needed a sample as a respondent, namely customers who serviced motorcycles at the Honda Astra Motor Cokroaminoto dealership. The discussion method used by Dwiya is a classical assumption test, regression analysis, t test, F test, and R test. The data used by the researcher is qualitative data generated from the interview. Then, the discussion method uses a descriptive method.

Such as research conducted by Dwiya (2018) regarding service and customer complaints that occurred at the Honda Astra Motor Cokroaminoto dealership in Denpasar. His research revealed that if the quality of service and handling of customer complaints provided by the company is better, the higher the customer's trust in honda Astra Motor dealers will be. Based on this description, if the handling of customer complaints is handled properly, customers will have full confidence in the company and can minimize customer defections.

Research conducted by Marwa and Rohaeni (2018) on Service Quality to Customer Satisfaction states that the quality of service in the form of physical facilities, equipment, communication materials, the ability to provide accurate service and provide consistent service. In addition, the ability of trustworthy service personnel, quick response, responsiveness, courtesy, sincere attention, fairness and fulfillment of customer wishes. From these things, service providers must pay attention so that customers feel satisfaction with what is provided by the service provider. Also, the services provided include quality services.

Based on previous research and phenomena at PT Telkom Akses Solo in terms of reports submitted by IndiHome customers in the Solo area. According to the IOAN Helpdesk Team Leader, Mr. Noor Arief Kurniawan, indihome customers in the solo area spread to 10 sector areas. During February 2022, there were approximately 231 reports submitted by

customers every day. Then from the report submitted, it will be processed and handled by PT Telkom Akses Solo so that customer IndiHome services return to normal again. From the average every day there are 203 reports submitted and can be handled properly, so customers feel trust in PT Telkom Akses.

LANDASAN TEORI

According to Daryanto (2021:34) revealed that complaints are complaints or submissions of dissatisfaction with discomfort, irritation, and anger over service/products. According to Penulis, complaints are the delivery of dissatisfaction or disappointment experienced by someone towards the product/service to the product/service provider.

There are several types of customer complaints listed in the book Consumer and Excellent Service by Daryanto (2021:35). The forms and types of such complaints are as follows:

1. Complaints from engineering problems
These complaints are usually submitted by customers related to the malfunctioning of the product purchased by that customer.
2. Complaints due to the negative attitude of service personnel
Customer complaints related to the emergence of a negative attitude of the service officer when he is serving customers.
3. Complaints due to unsatisfactory service
Complaints submitted by customers due to matters related to the service itself. For example, customers who will save through a teller and have to fill out a slip but the slip runs out and the customer is asked to wait by the officer.
4. Strange, far-fetched complaints, raised by consumers to seek attention
Customer complaints that according to the service officer are considered strange (unnatural / unusual) and feel that the complaints are only to attract attention.

5. Consumers who are psychologically less happy, just want to be heard
Customer complaints that psychologically it is possible that he has just had problems or is unhappy in his life/ stressed. This kind of complaint is usually enough to listen to and it seems that he wants a warm relationship between people.

As for the way to convey complaints experienced by customers to the product provider according to Daryanto (2021: 35) there are three ways. The three ways include:

1. *Voice Response* (Direct), Submission of complaints made directly to the officers or staff encountered.
2. *Private Response* (Indirect), Submission of complaints made through third parties or indirectly. For example, through mass media, letters, NGOs and others.
3. *Third Party Response* (Legal Channels), Submission through legal channels, class actions, claims for compensation and others.

So the submission of complaints / complaints experienced by customers can be through visiting directly to the product / service / service provider and can directly submit their complaints. Then if you can't go directly to it, it can also be through mass media or electronically (*online*). Electronically (*online*) usually the provider of the product / service / service already has a tool for customers to submit complaints, for example through an application / *website*.

METODE PENELITIAN

In this final project study, the authors used a type of case research. The research in this final project refers to a case study regarding the management of IndiHome network disruption complaints from indiHome customer reports in the Solo area. The object of this final project was carried out at PT Telkom Akses Solo which is located at Jalan Mayor Kusmanto

No. 1, Kedung Lumbu, Pasar Kliwon, Surakarta City, Central Java 57133.

The types and sources of data used by the authors in this study are in the form of primary data and secondary data. The primary data used by the authors in this study is the result of an interview regarding the management of IndiHome network disruption complaint reports from IndiHome customer reports as well as obstacles or obstacles experienced in managing network disruption complaint reports by one of PT Telkom Akses Solo employees in the IOAN *Helpdesk* (HD) unit and positioned as a *Helpdesk* Team Leader IOAN. Then conduct an interview with An IndiHome customer regarding the submission of complaints of indiHome network disruptions. In addition to the interview, the authors made observations observing the data collected in the database of complaints of indiHome customer network disruption complaints. In this study, what the author used in secondary data was in the form of sjarah PT Telkom Akses, organizational structure, books on service and consumer management, and jurnal related to services and complaints of customers.

The methods of data collection in the preparation of this final project are wawancara, observation, and studi pustaka. In this final project research, the author conducted an interview with one of the employees in the IOAN *Helpdesk* unit with his position as the IOAN *Helpdesk* Team Leader. Interviews conducted regarding the management of complaints of indiHome network disruption of customers. In addition, it is also related to the obstacles experienced when managing complaints of customer IndiHome network disruptions and solutions to the obstacles encountered. Furthermore, conduct interviews with IndiHome customers who experience network disruptions related to the submission of complaints of network disruptions. In the preparation of this final project, the author made observations when processing data on disturbance complaints during the internship

for three months from March 7, 2022 to May 27, 2022. In addition, researchers also made observations about IndiHome service products by accessing the official *website* of the <https://indihome.co.id>. This literature study method is carried out by the author by reading and studying several sources of similar literature studies in the form of service and consumer management books, service journals and customer complaints and scientific publications related to customer service to be used as a reference for study materials in the preparation of this final project research.

The discussion method used in this study is a descriptive discussion. The author presents systematically, accurately, and factually the process of managing complaint reports of IndiHome customer network disruptions by PT Telkom Akses Solo.

Then, the author will describe the management of complaints of IndiHome customer network disruption reports carried out by PT Telkom Akses Solo. As well as describing the obstacles experienced when handling reports of network disruptions and solutions to overcome these obstacles based on an interview with Mr. Noor Arief Kurniawan as the IOAN *Helpdesk* Team Leader.

HASIL DAN PEMBAHASAN

Pembahasan terhadap hasil penelitian dan pengujian yang

In this study, the researcher described the management of customer indihome network disruption reports provided by PT Telkom Akses Solo based on the results of an interview with Mr. Noor Arief Kurniawan as the Team Leader of the IOAN TA Solo *Helpdesk*.

In accommodating complaints of customers who experience network disruptions, there are several facilities provided by customers to submit complaints of disruption of their IndiHome network. The following are the existing facilities that can be used by IndiHome

customers to submit complaints of network disruptions:

a. *Call Center 147*

This *call center* service is a service through a telephone connection where customers can convey what is their complaint regarding the IndiHomenya service when there is a *problem*. Customers of the Solo area simply contact at 0271-147 then customers can submit their complaints. Of course, when reporting through the *call center*, customers must have operator credit when calling using a cell phone.

The procedure for customers to submit complaints of IndiHome service interruptions via telephone 147 is as follows:

1. Customers contact with the number 0271-147
2. After the customer is connected, it will be received by the officer and the customer can submit his complaint
3. After submitting the complaint, the complaint will be inputted into the NOSSA application to make a nuisance ticket with the initials IN. The IN is *an inboks* which means input from the customer.

b. *Plasa Telkom*

Plasa is a place of service from Telkom. The existence of this plaza is intended for customers and potential customers who want to be served directly or *face to face*. Through this plaza, customers can submit complaints of network disruptions IndiHomenya directly through *customer service*. Apart from being a means of complaining about network disruption complaints, Plasa Telkom can also serve information on IndiHome products and services as well as a place to pay customer bills. Plasa Telkom Solo is located at Jalan Mayor Kusmanto No 01, Kedung Lumbu,

Pasar Kliwon, Surakarta, Central Java, 57133. As shown in figure 3 which is the place of Plasa Telkom Solo.



Figure 3 Location of Telkom Solo
Sumber Plasa:

<https://goo.gl/maps/Tkr72ogeLeb5eCv29>,
2022

The following is a procedure for reporting customers who will submit complaints about indiHome service disruptions through Plasa Telkom Solo:

1. Customers come directly to Plasa Telkom Solo
2. The security guard will greet and ask what is the need, and the security guard will give the next direction what the customer should do.
3. Furthermore, customers will meet with *customer service* and will be greeted by *customer service*.
4. Customers can convey what is their complaint to *customer service*.

c. *MyIndihome App*

Customers when experiencing network disruptions IndiHomenya can do reporting through the myIndihome application. If the customer does not have it, it can be downloaded on the *playstore* or *appstore*. If you are already downloaded and have an account, you can use the help feature then select the service complaint. After that, follow the steps that have been provided and fill in what is the complaint.



Figure 4 MyIndiHome View

Source: <https://indihome.co.id>, 2022

The procedures for reporting IndiHome network complaints by customers through MyIndiHome application are as follows:

1. Open myindihome app
 2. Then select the help menu
 3. After that select the service complaint
 4. An indihome service option appears and select the indihome service that is experiencing problems
 5. Choose what constraints are experienced and the condition of the device
 6. Fill in the details of the obstacles experienced
 7. Create a complaint
- d. Social Media
- Customers can also report when experiencing indihome network disruptions through social media. His social media is *twitter* @IndihomeJDT. Customers can directly DM to @IndihomeJDT *twitter* account . Furthermore, *the customer service admin* @IndihomeJDT will reply to them and provide questions to customers that must be answered about complaints experienced by customers.

The following is the distribution of facilities used by customers in submitting complaints of IndiHome service disruptions for three months from January 2022 to March 2022 as stated in table 1.

Table 1
Distribution of Means Used by Customers in Submitting Complaints

No	Sektor	Sarana Pelaporan				Total
		CC 147	Plasa	My indihome	Media Sosial	
1	Boyolali	548	189	225	518	1480
2	Gladag	1315	206	201	300	2022
3	Karanganyar	480	124	108	175	887
4	Klaten	1411	352	367	419	2549
5	Kerten	2388	328	560	297	3573
6	Kartosuro	803	147	233	53	1236
7	Sukoharjo	915	160	235	275	1585
8	Solo Palur	1427	304	443	178	2352
9	Sragen	440	69	112	205	826
10	Wonogiri	496	105	165	228	994
	Total	10223	1984	2649	2648	17504

Source: Processed Primary Data, 2022

From table 1 regarding the facilities used by customers in submitting their complaints for three months from January 2022 – March 2022, the most customers reported complaints through *Call Center* 147 as many as 10,223 customers reported. Then, the least use of reporting facilities by customers is through Plasa Telkom. Furthermore, for the customer sector, the most disruption of IndiHome services is in the sector in Kerten.

Based on table 1, the way to submit complaints made by the most customers uses the *voice* response method (direct). *Voice response* used by customers using *Call Center* 147 facilities. Customers who report complaints through *Call Center* 147 are considered easier to use than other facilities. Simply by making a call through 0271-147 and connecting with *customer*

service 147, customers can already report their complaints.

Customers report network disturbances IndiHome through one of the media provided by PT Telkom, namely call center 147, plasa, *myindihome*, or social media. When reporting through the call center 147, Plasa Telkom Solo, or twitter social media, someone will receive a report of a complaint of network disruption, namely *customer service*.

After reporting the disturbance through *the call center* 147, Plasa Telkom Solo, *myIndiHome*, or social media, the next handling is carried out at PT Telkom Akses Solo. PT Telkom Akses is a subsidiary of PT Telekomunikasi Indonesia which deals with access networks, one of which is IndiHome products. The special unit that receives complaints of customer IndiHome network disruption complaints for handling is the IOAN *Helpdesk* unit.

Table 2
Number of Customers Report Every Month Per Sector from January 2022-February 2022

No	Sektor	Pelanggan Lapor			Total
		Januari 2022	Februari 2022	Maret 2022	
1	Boyolali	419	509	552	1480
2	Gladag	589	786	647	2022
3	Karanganyar	320	256	311	887
4	Klaten	761	873	915	2549
5	Kerten	1062	1246	1265	3573
6	Kartosuro	346	410	480	1236
7	Sukoharjo	473	540	572	1585
8	Solo Palur	698	808	846	2352
9	Sragen	179	328	319	826
10	Wonogiri	314	348	332	994
	Total	5161	6104	6239	17504

Source: Processed Primary Data, 2022

As in table 2 regarding the number of customers reported from Jauari 2022-March 2022 shows that the kerten sector accounted for the most number of customers who reported complaints of network disruptions. The number reached 3,573 subscribers with march as the highest number of reported customers. Kerten's customer sector itself is divided into four areas, namely, Kerten 1 (KRT 1), Kerten 2 (KRT 2), Kerten 3 (KRT 3), and Kerten 4 (KRT 4).

After receiving a report of a network disruption complaint from the customer, it will then be inputted and an open ticket will be made for disruption by *customer service* if reporting through the call center 147, Plasa Telkom or social media. The creation of a network interference complaint ticket is carried out by accessing a system whose name is NOSSA. Then the incoming ticket will be captured by the *Assurance & Maintenance* department in the IOAN *Helpdek* unit. Furthermore, the IOAN *Helpdesk* unit will analyze network disruption complaints reported by customers.

Table 3 IndiHome Service Distribution of Customers Experiencing Network Disruptions from January 2022-February 2022

No	Gangguan Jaringan	Pelanggan Lapor			Total
		Januari	Februari	Maret	
1	Internet	4189	5078	5178	14445
2	IPTV	341	392	426	1159
3	Voice (Telepon)	631	634	635	1900
	Total	5161	6104	6239	17504

Source: Processed Primary Data, 2022

Table 3 is the distribution of IndiHome network services for customers who experience network disruptions. Then the customer reports through one of the existing reporting means. From table 3, one of the types of services IndiHome customers who experience network

disruptions is the internet with the number of customers reporting as many as 14,445 out of 17,504 overall customers who reported from January 2022-February 2022. Based on this, internet interference is the highest network disruption than IPTV or telephone which must be completed by PT Telkom Akses Solo.

Next, the open disturbance ticket will be received by the IOAN *Helpdesk* unit of PT Telkom Akses Solo and the ticket will be identified to enter the physical disturbance ticket or logical interference ticket. According to Mr. Noor Arief Kurniawan as the Ioan *Helpdesk* Team Leader based on the types of complaints, there are two types, namely:

PENUTUP

Kesimpulan

Based on the discussion obtained from the data and information that has been obtained and has been described by the author regarding the management of reports of indihome customer network disruptions by PT Telkom Akses Solo, the author can conclude that mengelola keluhan Customers can report IndiHome network disturbances through *Call Center* 147, Plasa Telkom Solo, Social Media, or the *MyIndihome* application. There are two types of network interference complaints, namely physical-based network disturbances and logical network disturbances. Complaints of network disruption based on physical require technicians to come to the customer's home. Complaints of network interference based on logic will be executed directly by the logical team. It is handled through a logical system. If it has been completed through the system, there is still a network disruption, it will be brought by the technician to the customer's home. The *follow-up* process to customers regarding the handling of network disruptions has been carried out 3-12 hours from the customer reporting. If the customer's indihome network disruption after being repaired can be normal

again and can be used again for the service, then the disruption ticket will be *closed* which means that the handling has been completed.

Saran

The process of handling IndiHome network disruptions carried out by PT Telkom Akses Solo has been running well and in accordance with the standard procedures set by the company. For this reason, PT Telkom Akses can maintain the speed of its service response so that customers are loyal to the company and do not move to competitors. Education about the use of myIndiHome application to customers. myIndiHome app can be easily used in reporting interruptions. The help menu on myIndiHome application needs to be introduced to customers if the internet, telephone or usestv network is experiencing network problems. Through video posts or educational images, the myIndiHome application can be optimized through the official social media instagram @indihome and twitter from @indihome @indihomecare @indihomeJTD. Scheduling of employees who execute nuisance tickets can be better organized so that there is no clash in execution schedules between employees either entering the office or working from home. Scheduling the execution of tickets is at least one sector in charge of one helpdesk employee. Then, the employee can be responsible with the division according to the predetermined sector until the ticket of the disturbance handled is completed.

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