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**Persepsi Konsumen Terhadap Kualitas Pelayanan *Customer Service 3care*
seluler '3' (*three*) Di Yogyakarta**

**(Studi tanggapan konsumen terhadap kualitas pelayanan *customer service 3care*
seluler '3' di Yogyakarta)**

Tahun Skripsi : 2008, xii + 107 hal + 9 tabel + 3 gambar

Daftar Pustaka: 21 buku (1992–2007) + 14 Media online + 5 Responden + 2 Majalah

ABSTRAKSI

Penelitian ini berusaha mengetahui tentang Persepsi Konsumen Terhadap Kualitas Pelayanan *Customer service 3care* Di Yogyakarta. Penelitian ini tidak mencari atau menjelaskan hubungan, tidak menguji hipotesis, membuat prediksi atau lebih dikenal dengan penelitian deskriptif dengan jenis data kualitatif. Tujuan penelitian ini dimaksud untuk mengetahui Persepsi Konsumen Terhadap Kualitas Pelayanan *Customer Service 3care Seluler '3' (three) Di Yogyakarta*. Semua opini berdasarkan pada pengalaman pribadi pelanggan dan pengalaman orang lain baik secara langsung ataupun tidak langsung. Kerangka teori dalam penelitian ini melihat tentang kualitas pelayanan *3care* seluler '3' berdasarkan SERVQUAL (*Service Quality*) yaitu *tangible, reliability, empathy, assurance* dan *responsiveness*. Hasil penelitian ini memperlihatkan bahwa pelanggan sangat menyambut baik berbagai fasilitas dan layanan yang diberikan. Tarif yang murah bukanlah jaminan bagi para pelanggan yang setia dan loyal untuk berpindah ke operator lain. layanan yang semakin baik dan berkualitas akan membuat pelanggan setia dan tetap loyal terhadap seluler '3'.

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**The Customer Perception on Service Quality of the Customer Service of the
3care of the 3 (Three) Cellular of Yogyakarta**

Year of Research: 2008.xii + 107 pages + 9 tables + 3 figures

**Bibliography: 21 books (1992-2007) + 14 online medias + 5 respondents + 2
magazines**

ABSTRACT

This research attempts to discover the customer perception on service quality of the customer service of the 3care of Yogyakarta. The research does not explore or describe a correlation, does not examine a hypothesis, but contains prediction which is known as descriptive research with qualitative data. The research aims at understanding the customer perception on service quality of the customer service of the 3care of the 3 Cellular of Yogyakarta. All opinions in this research are based on personal experience of the 3 Cellular customers and experiences of others either direct or indirect. The literature review of this research views and assesses the service quality of the 3care of the 3 Cellular in accordance to the SERVQUAL (Service Quality), they are: tangible, reliability, empathy, assurance and responsiveness. The conclusion of this research shows that the customers welcome to the various facilities and services offered by the 3 Cellular. Moreover, it is also proven that low rate was not a reason for a loyal customer to move to another operator. Accordingly, a better service will drive people being devoted customers to the 3 Cellular.