# ABSTRACT

Development and development of new telecommunications network have come to base to is ready of communications medium of PT. Telkom, availablely of IndiHome very is assisting of PT. Telkom net the amount of cutomer, however at the time of at the same time PT. Telkom not yet can complete performance of IndiHome because of still the limited amount of BTS (Base of Transmition Station exist in region of Bandung, that thing is cause by often the happening of failing to wear phonecall product marked with existence of trouble in part customer of IndiHome which is using it

Target of research is wishing to know how execution of service strategy at PT. Telkom Kandatel Bandung, Method the used is method of verifikatif with survey explanatory explaining relation of kausal among variables with examination of hypothesis, so that will get justification to influence which is signifikan. Technique data collecting is bibliography study and field study which consist of observation of is non participant, interview, and enquette.

From result of examination qualitative and is quantitative, about execution of activity of service strategy have been executed by but not yet fully got result. In its influence from quantitative examination use statistika obtained equal to 0,408 that is there are at category is and from result of calculation of percentage of influence obtained result of equal to 16,64% and the rest influenced by other variables which do not be measured. Hence can be said that by influence of service strategy to make-up of satisfaction of customer have influence among both variable and have positive influence between service strategy variable with variable satisfaction of customer.

Natural resistance by PT. Telkom is imprecise of him of is amount of request of material by officer so that material unit oftentimes fall short requirement of service, on the other hand many supply of material heaping in bond making it unused wreck goods. Effort performed within overcoming the the resistance through training of better officer to be system work in this problem can be executed is with interest co-ordinated and is accurate, besides company provide system supply of emergency able to be used in the event of him delay of delivery of material unit.

Researcher suggest that company can pay attention and handle precisely factor any kind of pursuing officer performance in serving customer. So that in the end officer performance, specially at officer which look out on direct with customer really can support the target of which is expected that is giving service which as good as possible to customer society

*Keyword : Strategy Service.*