

ABSTRAKSI

Dalam rangka upaya untuk selalu meningkatkan kualitas pelayanan di PT Besmart Universal pada Proyek MPM *Non MSO* maka dilakukanlah penelitian tingkat kepuasan pelanggan terhadap pelayanan *helpdesk*. Penelitian ini menggunakan metode deskriptif kuantitatif. Data diperoleh dengan membagikan survei kepada 50 responden yang diukur dengan menggunakan skala likert. Selain itu instrumen di uji dengan menggunakan Uji Validitas dan Reliabilitas. Hasil penelitian menunjukan bahwa nilai rata-rata 3,57 hal ini berarti bahwa responden secara keseluruhan merasa sangat puas atas pelayanan *helpdesk* PT Besmart Universal pada Proyek MPM Non MSO.

Kata Kunci : Kepuasan Pelanggan, Pelayanan, Deskriptif Kuantitatif

ABSTRACT

In an effort to constantly improve the quality of service at PT Besmart Universal on MSO Non MPM Project, a research on the level of customer satisfaction on helpdesk services was conducted. This research uses descriptive quantitative method. Data obtained by distributing surveys to 50 respondents measured using a Likert scale. In addition, the instrument was tested using the Validity and Reliability Test. The results showed that the average value was 3.57, this means that the respondents as a whole were satisfied with the PT Besmart Universal helpdesk service on the Non-MSO MPM Project.

Keywords: Customer Satisfaction, Service, Descriptive Quantitative