ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus[1], Meilita Tryana Sembiring[2], Nazaruddin[3]
[1]Master Management Program Post Graduated School, Universitas Sumatera Utara
[2,3]Lecturer at Master Management Program Post Graduated School, Universitas Sumatera Utara
Corresponding Email:[1)] satriasitorus31@gmail.com, [2)]meilita@usu.ac.id, [3)]nazaruddin2@usu.ac.id

Abstract
The development of technology and information that continues to occur very rapidly around the world has resulted in developments in the use of the internet in the world. The internet connects one person to another, provides information, as a means of entertainment, as well as a means of communication. Currently, the internet has become a part of human life where it has become a basic need in addition to the need for food, clothing and shelter. The internet, which knows no space and time boundaries, has provided various conveniences for human life in carrying out daily activities, which has led to a high number of internet users in Indonesia.

Keywords: *Internet, Business and Telecommunications Services*

1.INTRODUCTION

1.1 Background

In Indonesia itself the development of information technology and telecommunications has touched all levels of the general public, government and business. The development of information technology and telecommunications has also made the market situation more dynamic. So that business people are required to resolve this situation wisely where one of the information and telecommunications that supports these needs is the internet. Seeing the current needs of customers, internet data has become a basic need, internet data utilization has widened from what was originally only for communication and content entertainment, now it has targeted various other important aspects of life such as education, commerce and so on. Of course, as time goes by, internet data support for customers will continue to grow and increase massively to keep up with the times, according to customer behavior towards internet data consumption, it continues to change, therefore it is important to pay attention to the quality of internet data services.

. Tjiptono (2005) states that service quality is a measure of how well the level of service provided is able to match customer expectations. If the service quality is poor, then the customer will easily move and will decide not to use the product. Leninkumar (2017) states that customer trust is defined as a thought, feeling, emotion, or behavior that is manifested when customers feel that a provider can be relied upon to act in their best interests when they surrender direct control. Blattberg, Kim, and Nesslin (2008) stated that kCustomer complaints are important non-transactional events because they are an important element in the company's relationship with its customers. It is said to be important because customer complaints can be an evaluation for a company to continue to improve its quality. Guenzi & Trilo (2014) state that the ability of a company to understand its customers, learn from the market and be able to produce superior customer value is very important to generate sustainable competitive value. So, in maintaining customer loyalty, every company must have a process for handling complaints submitted by customers to the company.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

239

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

To find out information on customer satisfaction and customer complaints regarding the resolution time for internet data network disruptions, a policy of setting a target time for troubleshooting by the company is 3.2 hours which starts after the report is received from the customer to the officer via a communication device, then the officer checks at the location until normal internet data customer service returns. It is very important that customers experience the service quickly and with quality when repairs are carried out, but based on the reality on the ground there are still variances in complaint resolution as can be seen in Table 1.1.

Table 1.1. Customer Report Data Over Target 3.2 Hours

TAHUN	JUMLAH TEKNISI	WAKTU	BULAN											
			JAN	FEB	MAR	APR	MEI	JUN	JUL	AGS	SEP	OKT	NOV	DES
2021	27	JAM	0	0	0	0	0	0	12,1	5,03	6,11	9,12	0	8,38
2022	27	JAM	6,7	20	3,59	9,23	6,43	6,99	4	7,04	6,41	22,3	13,8	5,29
2023	27	JAM	4,83	8,48	9,16									
TARGET		JAM	3,2	3,2	3,2	3,2	3,2	3,2	3,2	3,2	3,2	3,2	3,2	3,2

Source: Telkomcare data

In 2021 from July to December the target completion time was not reached, in 2022 from January to December the target completion time was not reached and in 2023 it was also not achieved, this is a phenomenon that must be carried out a study of the disruption resolution target not being achieved to improve internet data customer service in the North Sumatra region. According to monitoring results through the telkomcare application, it can be seen that the achievement of the standard completion time in the last three years (2021 – 2023) has never reached 100%.

1.2. Formulation of the Problem

Based on the background of the problems above, the formulation of the problem in this study is not achieving the target time for completing internet data customer service interruptions, so to answer this problem there are several research questions.
1.   How to deal with internet data customer service disruptions.
2.   What causes the time standard not to be reached in solving internet data disturbances.
3.   What solutions can be given to the problem of internet data interference.

1.3. Research Objectives

This research has objectives that must be achieved and refers to the formulation of research problems to find out and examine the following.
1.   Identify actual conditions in solving internet data disturbances.
2.   Knowing the causes of non-achievement of time standards in the completion of internet data disruption services.
3.   Providing solutions to the causes of failure to resolve internet data disruption services that are not according to time standards.

2. LITERATURE REVIEW
2.1. Services

Service is helping and providing everything that is needed by other people, such as guests or buyers. In the field of management, some experts describe the word "Service" as follows.
1.   *Self Awareness and Self Esteem*
       Instilling self-awareness that serving is a duty that must be carried out by maintaining self-dignity and that of the other party being served.

2. *Empathy and Enthusiasm*
   Show empathy and serve customers with passion.
3. *Reform*
   Trying to always improve service.
4. *Vision and Victory*
   Look to the future and provide good service to win all sides.
5. *Initiative and Impressive*
   Provide services with full initiative and impress the parties served.
6. *Care and Cooperative*
   Show concern for customers and foster good cooperation.
7. *Empowerment and Evaluation*
   Empower yourself in a directed manner and always evaluate every action that has been taken.

2.2.Customer

A customer is someone who continuously and repeatedly comes to the same place to satisfy their desires by having a product or getting a service and paying for the product or service.

Customer service

The definition of customer service is customer service is the ability of employees who are knowledgeable, capable, and enthusiastic in delivering products and services to internal and external customers in a way that can satisfy needs, both identified and unidentified, for a positive end result. Customer service is a variety of activities in all business areas that try to combine starting from ordering, processing, to providing service results through communication to strengthen cooperation with consumers. Customer perceptions of value and quality are often determined by the customer service that accompanies a company's main product. Even customer service will be the main weapon in an effort to win the competition, as many companies have the same product to offer to customers. Customers need complete and clear information, faster service, service convenience, and so on.

2.3. Customer Satisfaction
Definition of Customer Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparison between his impression of the performance (or outcome) of a product and his expectations. Kotler Anderson stated that customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. There are five principles of customer satisfaction as follows:

1. Customer Satisfaction is a strategic and critical weapon that results in increased market share and increased profits.

Customer Satisfaction Factors

There are five main factors that must be considered customer satisfaction factors, namely as follows.

1. Product quality, that is, customers will be satisfied if the results of their evaluation show that the products they use are of high quality.
2. Quality of service or services, namely customers will be satisfied if they get good service or as expected.
3. Emotional, namely customers will feel proud and gain confidence that other people will be amazed at customers when using service products with certain services that tend to have a higher level of satisfaction. Satisfaction is obtained not because of the quality of the product but social values that make customers satisfied.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

241

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

4. Price, namely products that have the same quality but set relatively low prices will provide higher value to customers.
5. Cost, namely customers who do not need to incur additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service.

2.4.Quality
Definition of Quality
Quality means the level of good or bad something, the degree or level of quality. Quality means that something has good quality or quality. The international definition of quality (BS EN ISO 9000:2000) is a level that indicates a set of inherent characteristics and meets certain standards. Some experts also have a definition of quality such as Juran (1962) says "quality is conformity with the purpose or benefits." Furthermore, Deming (1982) said that "quality must aim at meeting customer needs now and in the future." This means that quality must be based on customer satisfaction itself.

Service quality
Service quality is how much the difference between the expectations and reality of customers for the service they receive. Service quality can be identified by comparing customer perceptions of the service they actually receive with the actual service they expect. According to Tjiptono, service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. The company's ability to provide quality service to consumers is one of the company's success factors. Service quality is a cognitive evaluation of consumers when delivering a company's product or service. If the service provided by the company to consumers is good, then this process will result in high consumer satisfaction, as well as a high tendency to repurchase.

Product quality
Product quality is an important factor for consumers to determine the selection of company products. The products offered by the company must be well tested and meet the minimum standards according to the provisions. Basically, consumers prefer products that have good quality to meet their needs and desires. If the company wants to maintain its competitive advantage in the market, the company must understand what consumers want to differentiate its products from competitors' products. Product quality dimensions include performance, durability, compliance with specifications, features, reliability, aesthetics, and the impression of quality received by consumers. According to Philip Kotler in a research journal. reliability, accuracy, ease of processing and revision, and other valuable attributes. Quality is the main tool to achieve product positioning. Quality shows the level of expertise of a brand or product in carrying out roles and expectations. Product quality can be seen from the measure of how long the product's durability is, so that it can be trusted by consumers. reliability, accuracy, ease of processing and revision, and other valuable attributes. Quality is the main tool to achieve product positioning. Quality shows the level of expertise of a brand or product in carrying out roles and expectations. Product quality can be seen from the measure of how long the product's durability is, so that it can be trusted by consumers.

2.5. Research Thinking Framework
Research thinking framework is an abstract concept that is used to build a research. The theoretical framework explains the relationship between the variables in the study and provides a basis for developing hypotheses. The theoretical framework can also serve as a guideline for data collection and analysis in research. Theoretical framework is usually built based on theory and

literature relevant to the research topic. The theoretical framework can contain concepts, operational definitions, and relationships between variables in research. Making a theoretical framework is very important in research because it can help clarify the research focus, direct data collection, and assist in the interpretation and analysis of the data obtained. In addition, the theoretical framework can also be used to compare research results with the results of other studies that have been done before. The research framework can be seen in Figure 2.4.
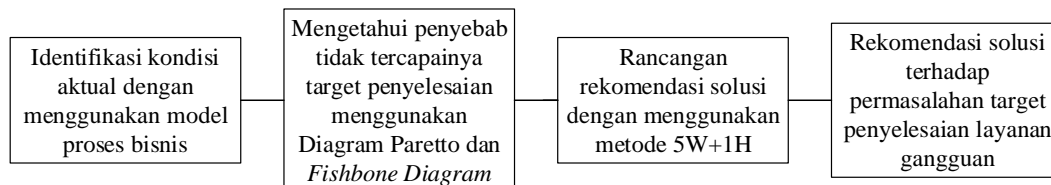
Source: Data Collection

Figure 2.1. Research Thinking Framework

3. RESEARCH METHOD
3.1.Type of Research

The research used in this context is qualitative research. Qualitative research does not involve calculations and numbers, because the focus is on providing an actual and systematic description of the factors, characteristics, and relationships between certain phenomena. The aim is to explore and strengthen predictions about a phenomenon that occurs based on data obtained from the field. In this paper, qualitative research is intended to dig up facts and provide a systematic picture of the reality on the ground. Bogdan and Taylor (1975) state that qualitative research is research that produces descriptive data in the form of written or spoken words from people and observable behavior. In this study, researchers used qualitative research to be able to identify the actual conditions in solving internet data disturbances and the causes of not achieving the time standard in completing internet data disturbance services. In qualitative research the researcher analyzes the situation and reports the situation in an analysis result in the research and provides recommendations that will be used to improve the resolution time for internet data disturbances. PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region has three customer segments that will become research samples, namely the Business, Enterprise and Government segments.

3.2. Research Locations and Research Time

The location in this study is the company PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region based on Jl. WR Supratman No.11, Proklamasi, Kec. Siantar Bar., City of Pematang Siantar, North Sumatra and has areas namely Kabanjahe, Kisaran, Padang Sidempuan, Pematang Siantar, Rantau Perapat, and Sibolga. This research was carried out from March to completion.

3.3. Types and Sources of Data

Sources of data used in this study are as follows.
1. Primary data
    Primary data is data collected directly from the source through research or observations conducted by researchers. Primary data is usually in the form of data that is new and has never been collected before, and is collected with a specific purpose to answer the research question that is being carried out. Primary data in this study are data obtained by researchers in the form of direct observations and interviews related to handling customer complaints at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

243

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

2. Secondary Data
    Secondary data is data that has been previously collected and processed by other parties, and can then be reused by researchers to answer research questions being carried out. On research as well as from books, internet and other literature.

3.4. Data Collection Method
Data collection techniques are carried out to facilitate researchers in obtaining valid and reliable data. In this study, data collection will be carried out where the respondents will be helpdesks that are directly related to handling customer complaints. In this study the data collection method is as follows.

1. **Observation**. Observation, namely making direct observations in the field of research objects contained in the Business Government Enterprise & WIFI Operation Unit of PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region regarding handling customer complaints Interview (Interview). Data collection by means of interviews was carried out to find out information from sources. the method of collecting data obtained from interviews is through employees in divisions related to handling complaints at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region, in the form of direct interviews related to the research variable, namely handling customer complaints.

2. **Questionnaire**. Questionnaires are one of the most popular data collection methods among social and business researchers, due to their ability to gather diverse and relevant information. With a questionnaire, researchers can collect data on various topics such as the causes of internet data disturbances, completion of reporting internet data disturbances at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region.

3.5. Data Processing Method
Data Processing Method is a process for converting raw data into useful information. This method includes a variety of techniques and tools to clean, analyze, and interpret data. The goal is to gain a deeper understanding of a phenomenon or problem being researched and make more informed and effective decisions. This research utilizes data processing methods using Fishbone Diagrams. We use this method to identify the factors that influence the occurrence of a failure or problem, and to analyze the relationship between these factors. By using this method, it can produce more comprehensive research results and can provide more effective solutions in dealing with existing problems. The following fishbone diagram in this study can be seen in Figure 3.1.
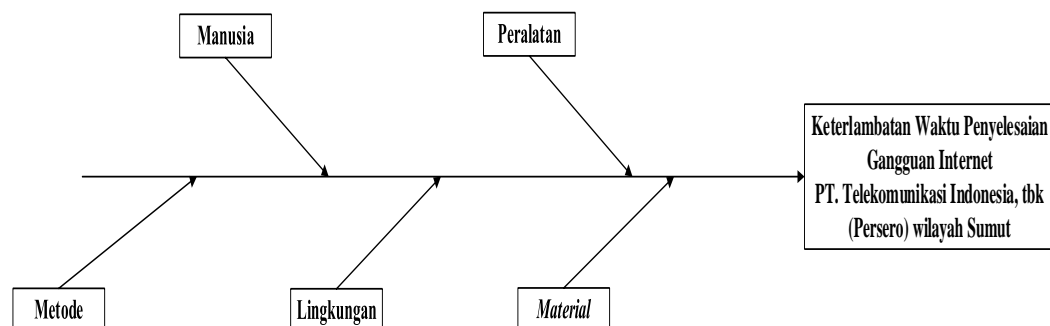
Source: Microsoft Visio 2013
Figure 3.1. Fishbone Diagrams

3.6. Data analysis method

Data analysis techniques are used by researchers to solve problems that arise in the company. After processing data, it is important to carry out in-depth analysis and design recommendations for solutions to overcome problems or improve business performance. One way to get more detailed and in-depth information is through deep interviews with relevant stakeholders or employees. With deep interviews, researchers can gain deeper insights and perspectives on the situation being researched, and gain valuable input from those with extensive experience and knowledge.

4. RESULTS AND DISCUSSION
4.1. Research Results

PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation is a business unit operating in North Sumatra, Indonesia. This company is part of PT. Telekomunikasi Indonesia, tbk (Persero), which is the largest telecommunications company in Indonesia. This unit serves three main customer segments, namely Business (business), Enterprise (company), and Government (government). In this case, PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation provides telecommunications and internet services to business, corporate and government customers in the North Sumatra region. The company's Mission Statement is to manage the BGES & WIFI Operation function to support the attainment of information. This shows that companies have a goal to effectively and efficiently manage BGES (Business Government Enterprise & WIFI) operations to support quality exchange of information for their customers. The job responsibilities of this unit are to achieve expansive unit performance by disseminating work programs to staff. In this case, the task of this unit is to achieve the set performance targets by communicating and conveying the work programs that have been set to all staff of the unit.

4.2. Respondent Profile

The population in this study were staff and technicians at the Business Government Enterprise & WIFI Operation Unit, totaling 67 people. In this study using purposive sampling in determining the respondents. Respondents were selected which were directly related to handling customer complaints at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region based on Jl. WR Supratman No.11, Proklamasi, Kec. Siantar Bar., City of Pematang Siantar, North Sumatra and has regions namely Kabanjahe, Kisaran, Padang Sidempuan, Pematang Siantar, Rantau Perapat, and Sibolga. In this study, direct interviews were conducted and questionnaires were distributed to staff and technicians at the Business Government Enterprise & WIFI Operation Unit. In this study, the sample size was determined using the Slovin formula. The Slovin formula is as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n =   sample size
N   =   population size
e =   *standard error*(0.05)

Based on the Slovin formula, the sample size is obtained as follows.

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{67}{1 + 67(0,05)^2}$$
$$n = \frac{67}{1.1675}$$

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

245

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

$n = 57,34$
$n \approx 58$

By using the Slovin formula, the number of samples that will be obtained as respondents in this study as many as 58 respondents. The following is a profile of the respondent consisting of the respondent's name, the respondent's age, the respondent's gender and the respondent's job placement.

Table 4.1. Respondent Data

No	Name	Age	Gender	Work Placement
1	Mahyudin Helmi	41	Man	Siantar District
2	Suhartono	27	Man	Siantar District
3	Jakaria Sitepu	29	Man	Kabanjahe
4	Septo Ronel Sinambela	32	Man	range
5	Erwin Siagian	30	Man	Siantar District
6	Arfandi	28	Man	Siantar District
7	Chardiansyah Putra Pane	29	Man	Siantar District
8	Md Aldha S Manullang	26	Man	Siantar District
9	Guntur Abdul Mutholib S	25	Man	Prapat area
10	Irman Alfiandi Lubis	30	Man	Prapat area
11	Marasi Pandapotan Sirait	32	Man	Siantar District
12	Muhammad Prima Syaputra	34	Man	Prapat area
13	Dharma Turnip	31	Man	Siantar District
14	Muhammad Arshad Jamil	23	Man	range
15	Alfred Karunia Sitanggang	20	Man	Padang Sidempuan
16	Rumando B Situmorang	22	Man	Prapat area
17	Yudha Afrinianto	24	Man	range
18	Dwi Sendika Putra	34	Man	Siantar District
19	Ridwan Kurniawan Saragih	29	Man	Sibolga
20	Jaka Prayono	27	Man	Siantar District
21	Boy Dody Butar-Butar	31	Man	Sibolga
22	Seriously Zega	24	Man	Sibolga
23	Johan Pranata	29	Man	Siantar District
24	Juliardi	28	Man	Siantar District
25	Iqbal Yaser	29	Man	Padang Sidempuan
26	EriksonFernandhezSimantak	26	Man	Siantar District
27	Oktorianus Zega	27	Man	Sibolga
28	Hadid Primary	27	Man	Kabanjahe
29	Approval	30	Man	range
30	Danu Tri Ismaya	25	Man	range
31	Erix Chandra Sitompul	27	Man	Sibolga
32	Aulia Sf Harahap	26	Man	range
33	Dandi Sukma	25	Man	Prapat area
34	Wira Sakti	21	Man	Siantar District
35	Christian Silaban	27	Man	Kabanjahe
36	Saprudin Ariansah	28	Man	Siantar District
37	MhdRidwan Syafii Damanik	26	Man	Sibolga
38	Rahmat Suyadi	27	Man	Kabanjahe

39	Edo Handoyo	27	Man	range
40	Zega Award	25	Man	Sibolga
41	Nanda Setiawan	24	Man	range
42	Rispanda	22	Man	Siantar District
43	Juli Arianus Laser	27	Man	Sibolga
44	Ramadan Wandana	25	Man	Siantar District
45	Vitar Rudianto Situmorang	27	Man	Padang Sidempuan
46	Rizki Irwansyah	25	Man	Prapat area
47	Mahdi Ramadan	32	Man	Prapat area
48	Ancient Samsar Wiranata	32	Man	Siantar District
49	Joshua Siburian	29	Man	Sibolga
50	Ahmad Sanusi Manik	32	Man	Kabanjahe
51	M. Ardiansyah Hasibuan	34	Man	Prapat area
52	Joni Alfrianto Simorangkir	27	Man	Siantar District
53	Yuliandi Darwis	25	Man	Siantar District
54	Md. Randi Afandi Siagian	25	Man	Siantar District
55	Faisal Arief Lubis	25	Man	Padang Sidempuan
56	SyafaruddinAlHabibTanjug	31	Man	Padang Sidempuan
57	Priest Purwanto	31	Man	Siantar District
58	Lisbet Pasaribu	35	Man	Siantar District

Source: Data Collection

4.3. Identification of Customer Complaint Handling Business Processes

Based on the results of field observations, this research reveals that the business process for handling customer complaints consists of several steps. The initial step is receiving complaints, in which customers express their complaints through various available communication channels. Furthermore, these complaints are systematically recorded for management and further analysis. The next step is complaint analysis, in which the complaint handling team analyzes the root cause of the problem underlying the complaint. After that, determine corrective actions that are in accordance with the aim of resolving customer complaints. Solution implementation is carried out by implementing predetermined corrective actions, followed by follow-up with customers to ensure their satisfaction is fulfilled. The results of this study provide insight into effective business processes in handling customer complaints, with the hope that they can help companies improve service and relationships with customers. The following is the result of research in the form of a complaint handling business process at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region. In an effort to understand and improve customer experience, it is important for companies to track and analyze the number of complaints received from each customer segment. In this study, using detailed documented data and describing the number of complaints received from the Business, Enterprise, and Government segments in PT. Telekomunikasi Indonesia, tbk (Persero) for North Sumatra region can be seen in Table 4.2.

Table 4.2. Number of Untimely Complaints
Period January 2021- February 2023
based on Customer Segment

Customer Segment	Number of Complaints
Businesses	6
Enterprise	54
Government	3
Total Complaints	**63**

Source: Data Processing

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

247

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

To gain a deeper understanding of the pattern of complaints from each customer segment within a specific timeframe, complaint data was analyzed from January 2021 to February 2023. The results of this analysis are presented in the form of a histogram. The histogram provides a clear and easy-to-understand visualization of number of complaints received from different customer segments during the period. The histogram of the number of untimely complaints for the period January 2021- February 2023 by Customer Segment can be seen in Figure 4.2.
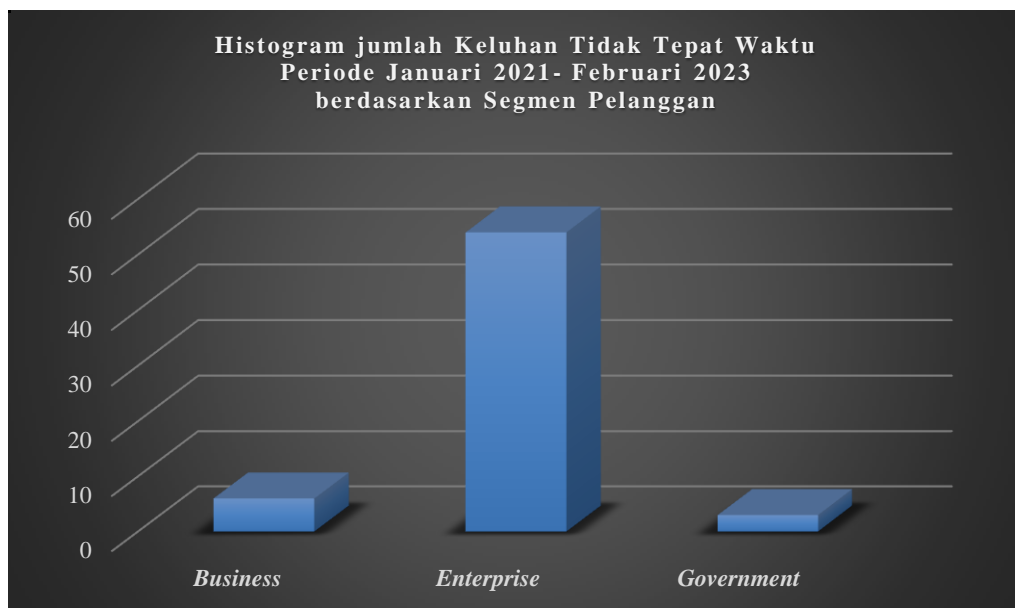

Figure 4.2. Histogram of the number of Complaints for the January 2021- February 2023 period based on Customer Segments

From the histogram graph above, we can see that the customer segment that most often experiences untimely handling of complaints is enterprise with 54 damages, while in the business segment 6 times and government 3 times. From this histogram diagram it is obtained that the distribution of data is not normal where delays in handling often occur in the enterprise segment. In addition to analyzing customer segments, this study also analyzes documented complaint data in detail, with a focus on work areas aimed at identifying patterns and trends that may occur, as well as providing more comprehensive insights to improve service quality.

Table 4.3. Number of Untimely Complaints Period January 2021- February 2023 based on Work Area

Working area	Number of Complaints
Siantar District	11
range	26
Sealing Region	13
Padang Sidempuan	5
Nias	1
Sibolga	3
Kabanjahe	2
Samosir	2
Total Complaints	**63**

Source: Data Processing

To gain a more in-depth understanding of the pattern of complaints from each work area within a specific timeframe, analyze complaint data from January 2021 to February 2023. The results of this analysis are presented in the form of a pie chart. Following is a pie chart of the number of untimely complaints by work area, which can be seen in Figure 4.3.
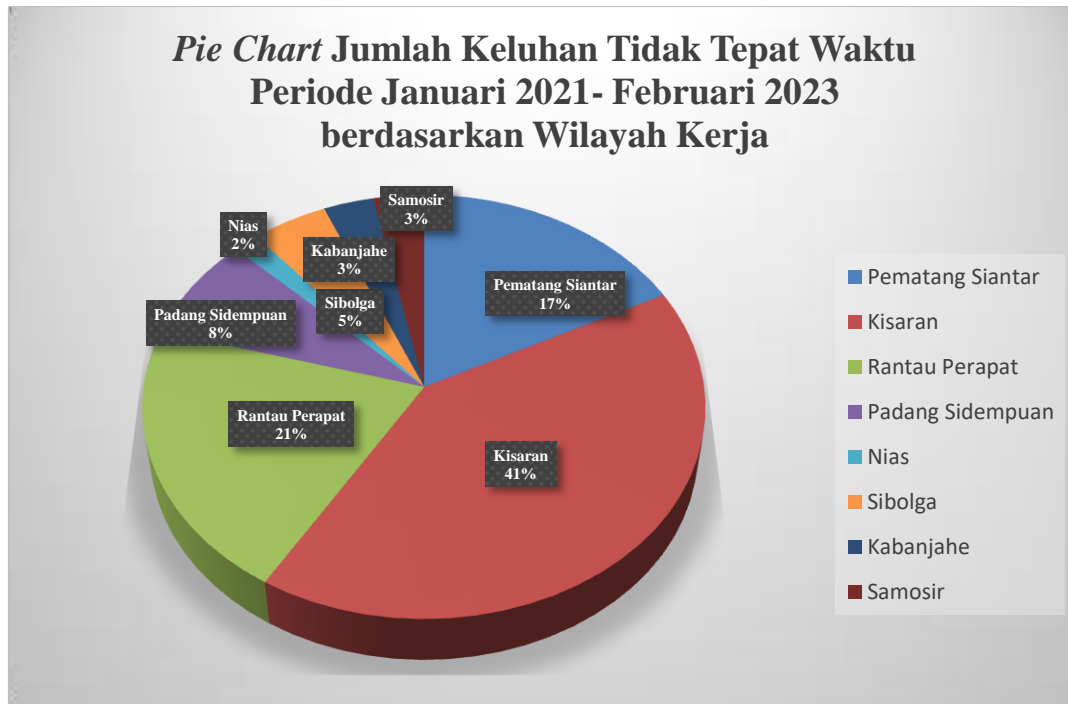
Figure 4.3. Pie Chart Number of Complaints Not On Time Period January 2021- February 2023 based on Work Area

Based on graph 4.3. From what we can see, the area that most often experiences untimely handling of complaints is the range where as much as 41% occurred in the range, 21% in Rantau Perapat and 17% in Pematang Siantar. From this diagram it is obtained that the distribution of data is not normal where most of the complaints that are not on time occur in the range.

5. CONCLUSIONS AND SUGGESTIONS
5.1. CONCLUSION

Based on the analysis and discussion of research regarding the resolution of internet disturbance complaints not on time at PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra region, it can be concluded that there are several causative factors that make the standard time for handling complaints not achieved, which can be summarized as follows. PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation is a business unit responsible for providing telecommunications and internet services to business, corporate and government customers in North Sumatra, Indonesia. As part of PT. Telekomunikasi Indonesia, tbk (Persero), the largest telecommunications company in Indonesia, this unit has a mission to manage the BGES (Business Government Enterprise & WIFI Operation) function to support quality information exchange. The main objective of this unit is to achieve expansive unit performance by disseminating work programs to staff. This is done by communicating and conveying the work programs that have been determined to all unit staff members. Therefore, the main objective of this unit's task is to ensure that all staff have a clear understanding of the work program that must be carried out in order to achieve optimal unit performance.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

249

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

In general, PT. Telekomunikasi Indonesia, tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation focuses on providing telecommunications and internet services for business, corporate and government customers in the North Sumatra region. The company aims to support the exchange of quality information and achieve expansive unit performance through work programs that are communicated to staff. tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation focuses on providing telecommunications and internet services for business, corporate and government customers in the North Sumatra region. The company aims to support the exchange of quality information and achieve expansive unit performance through work programs that are communicated to staff. tbk (Persero) North Sumatra Business Unit Government Enterprise & WIFI Operation focuses on providing telecommunications and internet services for business, corporate and government customers in the North Sumatra region. The company aims to support the exchange of quality information and achieve expansive unit performance through work programs that are communicated to staff.

5.2.Suggestions

Based on the review of research results, the authors intend to provide useful suggestions for further research, namely as follows.
1. For further research, the results of this study can be used as a comparison and reference material for research and as material for consideration to further deepen further research.
2. Future research is expected to examine more sources and references related to the handling of disturbance complaints.
3. Future researchers are expected to be more prepared in the process of taking and collecting everything so that research can be carried out better.

REFERENCES

Aini, N., Imtihal, M., & Nurjanah, S. (2021). Bread flour quality control with fishbone diagrams & pareto diagram analysis.

Aissyah, et al. 2022. The Effect of Price and Service on Loyalty *Indihome customers at Pt Telkom Indonesia Semarang.*Science Journal Business Administration. Vol. 11 No. 2. Pg. 290-295.

Akbar, et al. 2023. Quality Improvement in Reducing Defective Products *Method of Failure Mode And Effect Analysis (Fmea) in Manufacturing Companies Automotive Components.*Industrial Engineering Scientific Journal. Vol. 1 No. 7. Pg. 361- 367.

Aulia, NA, Harimurti, & Negara, KP (2021). Analysis and Evaluation of Remaining Construction Materials Using the Pareto Method and Fishbone Diagram (Case Study in the Postgraduate Building Project at the Islamic University of Malang).

Aziz, Nur. 2022. Information System Design Analysis. London: Publisher Widina Bhakti Persada Bandung. p. 9-39.

Azzahra, et al. 2023. Analysis of Quality Control Using the Lean Method*Six Sigma on the Arm Rear PartBreak KYEA at PT Ciptaunggul Karya Eternal.*Serambi Engineering Journal. Vol. 8 No. 1. Pg. 4239-4241.

Cesariana, et al. 2021. Model of Purchase Decision Through Consumer Satisfaction *On Marketplaces:Product Quality And Service Quality.*Journal Digital Marketing and Management (JMPD). Vol. 3 No. 1. Pg. 211-216.

Dharma, FP, Bintang, HS, Pujianto, H., Yulianto, B., & Prawidana, I. (2021). Settlement of Mechanical Fault in Ring Spinning Machine with Pareto Diagram and Fishbone Approach.

Effendy, et al. 2023. Get to know the Da'wah Management Information System (Understanding *System, System Characteristics).*Journal of Education and Counseling. Vol. 5 No. 2.p. 4343-4348.

Far, BH, & Pajooh, MR (2018). Application of Fault Tree Analysis and Fishbone Diagram for Identifying Critical Factors Affecting the Quality of Construction Projects.

Hadi, et al. 2022. The Effect of Service Quality on Customer Satisfaction*By Handling Customer Complaints As Intervening Variables (Studies on Indihome Users in the Telkom Tangerang Region).*E- proceedingOf Management. Vol. 9 No. 4. Pg. 2217-2225.

Hermawati, Agustin. 2023. Effects of Grievance Handling, Communication *Marketing and Belief in Loyalty (Literature Review Marketing Management).* Journal of Management and Digital Marketing (JPPD). Vol. 1 No. 1.p. 14-25.

Hesti, et al. 2023. Analysis of Critical Components Using Underfloor Lathes *Methods of Failure Mode and Effect Analysis and Fault Tree Analysis.*Journal Porch Engineering. Vol. 8 No. 3. Pg. 6132-6136.

Ishak, A., & Aditya, R. (2021). Analysis of Defects in Plastic Granules Using Fishbone Diagrams and Pareto Diagrams Approaches.

Khalid, A., Ahmed, F., & Al-Assadi, HA (2020). Combining Fault Tree Analysis and Fishbone Diagram for Root Cause Analysis of Traffic Accidents. IOP Conference Series: Materials Science and Engineering, 892(1), 012018.

Khodakarami, A., & Albadvi, M. (2010). Critical factors affecting supply chain performance: A case study in the US pallet industry. International Journal of Production Research, 48(17), 5013-5035.

Kurniasyari, FH, Juniani, AI, & Rachmat, AN (2021). Analysis of Altitude Occupational Accidents Using the Ecfa, Fishbone, and Pareto Analysis Methods.

Lenawati, M., Setiawan, D., & Kurniawan, WR (2021). Determining System and Information Technology Audit Priorities Based on Root Cause Analysis Using Pareto Chart and Fishbone.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

251

ANALYSIS OF INTERNET DATA CUSTOMER DISRUPTION SERVICES TARGET COMPLETION TIME AT THE BUSINESS GOVERMENT ENTERPRISE & WIFI OPERATION UNIT PT. TELECOMMUNICATIONS INDONESIA. TBK (PERSERO) AREA OF NORTH SUMATRA

Satria Sitorus, Meilita Tryana Sembiring, Nazaruddin

Mukhsinun, Lestari. 2023. Analysis of the Digitization of Regional Original Revenue Transactions. *(PAD)in Increasing Regional Income with Approaches Fishbone Diagram Analysis.*KRISAKTI Journal. Vol. 1 No. 1. Pg. 45-50.

Nadiyah, K., & Dewi, GS (2021). Quality Control Analysis Using Flowcharts, Check Sheets, P-Charts, Pareto Diagrams and Fishbone Diagrams.

Nurhasanah, et al. 2023. Fishbone Analysis as Solution Implementation *Invoice Delay at Pharmaceutical Warehouse.*Journal of Devotion to Archipelago Society. Vol. 3 no. 2.p. 1659-1661.

Paputungan, et al. 2022. The Effect of Customer Value and Service Quality *Against Customer Satisfaction PT. Telkom Kotamobagu.*Science Journal Administration. Vol. 3 No. 2. Pg. 181-185.

Pebrianti, SA, Kusumah, SH, & Yunita, N. (2021). Identification of Industrial Salt Quality Problems at Pt Niaga Garam Cemerlang Using Check Sheets, Pareto Charts and Fishbone Analysis.

Primary, A. (2021). Product Analysis of Brake Wheel Defects (Pt. Panasonic) Using the Seventools Method at Cv. Mighty Steel Source (Subasa).

Rohani, QA, & Suhartini. (2021). Work Accident Analysis Using the Risk Priority Number Method, Pareto Diagram, Fishbone, and Five Why's Analysis.

Sasongko, Sambodo Rio. 2021. Factors of Customer Satisfaction and Loyalty *Customer.*Journal of Applied Management Science. Vol. 3 No. 1. Pg. 104-109.

Shahin, A., & Hasan, M. (2013). Identifying critical factors affecting the adoption of e-learning in higher education using fault tree analysis and fishbone diagram. Procedia-Social and Behavioral Sciences, 103, 1054-1063.

Supit, et al. 2021. Business Process Modeling with Business Process Management *Notation OnFaculty of Engineering, Manado State University.*Journal EducationInformation and communication technology. Vol. 1 No. 6. Pg. 631- 639.

Widianti, RY, & Hanifah, MF (2020). An Analysis of Customer Complaints in PT XYZ Using Fault Tree Analysis and Fishbone Diagram. Journal of Industrial Engineering and Management Science, 3(1), 47-54.

Woen, et al. 2021. The Impact of Service Quality, Product Quality, Promotion, and *Normal priceon Customer Satisfaction and Loyalty.*Journal Maxipreneur. Vol. 10 No. 2. Pg. 146-152.