ABSTRACT

ARI TRY PURBAYANTO. Customer Satisfaction and Willingness to Recommend Analysis of SimPATI Card Product’s Customer. Under direction of RIZAL SYARIEF and KIRBRANDOKO

Number of SimPATI subscribers in Bogor decreased during 2011 and also from 2010 to 2011. SimPATI is the main product of Telkomsel which gives the biggest revenue for the company. This condition is alleged related to satisfaction and willingness to recommend of simPATI customer. The aim of this research are: (1) analyzing factors that influence satisfaction of simPATI’s customer, (2) knowing the customer satisfaction index (CSI) of simPATI’s customer, (3) knowing NPS of simPATI’s customer, (4) Analyzing the relationship between customer satisfaction, willingness to recommend, and willingness to pay of simPATI’s customer, (5) giving suggestion of improving priority attribute of product service’s strategy. The study was done in Bogor of West Java between January and February 2012. Sampling technique that used was non probability sampling through snowballing sampling with total 175 respondents. The criteria of respondent were simPATI’s subscriber who live/work/school at Bogor and had used simPATI card for at least 3 months. The tools used in the analysis were structural equation modeling, customer satisfaction index, net promoter score, and importance performance analysis. The result shows that all attribute from reliability, responsiveness, empathy, and assurance dimension significantly influence satisfaction, except tangible dimension. The CSI and NPS of simPATI’s customer are 73% and -31.43%. Customer satisfaction, willingness to recommend, and willingness to pay of simPATI’s customer have significantly related. The attributes those are prioritized to be fixed consist of nine attributes from first quadrant of IPA’s result.

Keywords: simpati card, telkomsel, marketing management, net promoter score, customer satisfaction index.