ABSTRACT

Customer Satisfaction Analysis of “Pasang Telepon Sendiri” (PASTI)
PT Pasifik Satelit Nusantara
Ary Dwi Handayani

The aim of this research was to analyze the customer satisfaction toward PASTI services, to identify and analyze attributes which influenced to customer satisfaction toward PASTI services, and to formulate managerial implication for the development of customer satisfaction toward PASTI services. Data were obtained from 100 respondents who were still registered as customers at December 2005. Data analysis includes Structural Equation Modeling and Customer Satisfaction Index. There were 16 attributes that has been analyzed which are classified into five Service Quality dimensions. They are Tangible, Reliability, Responsiveness, Assurance and Empathy Dimensions (TERRA).

The results of Structural Equation Modeling analysis which used by Linear Structural Relationship (LISREL) 8.51 software showed that based on its contribution toward satisfaction, dimension that has great contribution compare to other is Tangible, followed by Empathy, Assurance, Responsiveness, and Reliability. The highest attribute is signaling from Tangible dimension. The most important attribute should be put more attention by PSN is knowledge because this attribute has the lowest contribution to satisfaction. Total of Customer Satisfaction Index toward PASTI services is 74.64%. The percentage showed that from one hundred customer of PASTI, the proportion of satisfaction are higher than dissatisfaction.