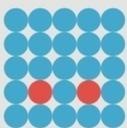




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MB-IPB

ABSTRACT

Customer Satisfaction's Analysis of simPATI Cellular Card's Usage

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The aim of this research are to: (1) analyze the customer satisfaction towards the performance of simPATI cellular card, (2) identified the factors that may influenced the customer satisfaction towards simPATI cellular card's services, and (3) formulate the managerial implication related to the improvement of customer satisfaction towards simPATI cellular card's services.

The research has been done in the city of Jakarta and the data collected in April 2005 until May 2005. This research is using descriptive method by survey approach towards the customer of simPATI GSM cellular card. The survey has been done through questionnaire and interviews as its primary data. Using a non probability sampling with convenience sampling method, respondents participate this research were they who are registered as customers of simPATI cellular card.

Based on the result of this research, there are several things that require more attention in order to increase the customer satisfaction towards the application of simPATI cellular card. These things are related to the attributes that consider as a weaknesses of the simPATI cellular card, by the respondent's point of views. First, for the on call cost attribute; Telkomsel should improve the service of this attribute through the availability of packages that gives advantages for the customer, and also gives pleasure discount at certain times consider as memorable time. Second, for SMS cost attribute; Telkomsel may issue special refill voucher with special discount price for special occasions. Third, for the price of refill voucher attribute; Telkomsel better not put the price too high from the voucher's nominal. Fourth, the speed of customer's services attribute; Telkomsel could increase the number of 24-hours call centre in order to answer and to give fast solution for the customer's complain. And fifth, prizes on call pulse and sms attribute; Telkomsel may provide prizes when the customer refill their voucher, these prizes can be bonus on pulse or the amount of sms progressively.

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