ABSTRACT

Internet Service Provider as a company that provides Internet access to individual and corporate users has grown rapidly in Indonesia. There are at least 50 ISPs that already operate today. But, until now many Internet users of those ISPs are not satisfied with the service they have got. Some of them complaining about the connection fee are too expensive, difficult to access, slow connection, poor Customer Support response, etc. If the company cannot meet the customer’s needs, it may lower customer satisfaction level and moreover may lose a lot of their customers. Of course this could be very dangerous situation in order for ISP to survive in today’s competitiveness business.

Because of that problem, it had raised the question of what are the factors involve regarding Internet user satisfaction. The main objective of this research was to find out whether price, access, speed, features, reliability & performance and also Customer support factor would have impact on Indonesian Internet user satisfaction. It was hoped this research could be useful for ISP companies to improve their quality of service, and on the other hand as a recommendation for Internet users when choosing an ISP.

The research was conducted using questionnaire to Indonesian Internet users in Jakarta area, which most ISPs are located. To analyze the collected data, SPSS software was used to do validity – reliability test, and finally correlation – regression test to answer the hypothesis.

Finally, the results would show that price, access, speed, feature, reliability & performance and customer support were related to Internet user satisfaction, but only feature, reliability & performance and customer support had significant impact to Internet user satisfaction.

Keywords: customer satisfaction, Internet, Internet service provider