ABSTRACT

In the era of globalization, the existence of electronic messaging system is considered not only as a support for operational activities of a certain organization, but also as a need of individuals to support their daily activities.

Public Internet E-mail service is the main choice of individuals to fulfill those needs, and various types of public e-mail services are now available over the Internet. Public e-mail service providers offer various types of service, ranging from free web-based e-mail services to subscription client software-based e-mail services.

The highly competitive nature of Internet businesses and an increased demand for high quality public e-mail services has created a question of how to best service the users in order to provide high customer satisfaction and win the business competition.

In the light of the above question, this study is focusing on user satisfaction analysis of public Internet e-mail services; identify current condition and what is actually needed by the users, in an effort to find answers on how to formulate a better service that serve the majority of public needs.

Keywords: Satisfaction, E-mail