Factors That Influence Student Customer Satisfaction Of IM3 Services (Case Study in SMAN 2 Madiun)

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The competition over communication provider have increased, especially between Indosat and Telkomsel, however Telkomsel is still in top position. One of Indosat’s product which is made for teenager is IM3. This research’s respondent is the student of SMAN 2 Madiun using IM3 to determine factors which influence their satisfaction and the level of satisfaction to its quality dimension. Ordinal logistic regression analysis is used to perform the factor. Furthermore, to verify respondent’s satisfactory, level gap analysis with Cartesians diagram method also performed. Based on the analysis result, it can be concluded that significant factors which have much influence on IM3’s customer satisfaction level was gender, another card from competitor, function, conformance, and perception. Moreover, from gap analysis results it recognized that function was a main priority to be improved.

Key Word: IM3, Students, Ordinal Logistic Regression, Cartesians’ Diagram