

**Marketing Major
Sarjana Ekonomi Thesis
Semester: Even, Year: 2014**

**THESIS TITLE – A STUDY OF SERVICE CONVENIENCE TOWARD SATISFACTION IN
MOBILE NETWORK PROVIDER AND FIXED INTERNET SERVICE PROVIDER FOR
UNIVERSITY STUDENT IN JAKARTA**

David Ali 1401088886

Abstract

Objectives – This study was conducted to test the multi-dimensional of service convenience toward satisfaction in telecommunication provider in Indonesia, especially with the area of Jakarta. Similar study has been conducted in developed country. This research is an adoption from the study by Scott R. Colwell, May Aung, Vinay Kinetkar, and Alison L. Holden, which conducted in Canada, a country that have the opposite characteristic with Indonesia.

Method – The study tested the multi-dimensional service of convenience toward satisfaction. Offline survey was conducted with a preliminary research to test the worthiness of the research to be carried out. The data collected were analyzed using Multiple Regression analysis.

Results – Access Convenience and Post-Benefit Convenience were found to be predictors to overall satisfaction, with Access Convenience being the strongest predictor for Telecommunication provider and in Fixed Internet Service provider. In addition, on mobile network provider it shows that Decision Convenience, Access Convenience, and Post-Benefit Convenience were found to be predictors to overall satisfaction, with Post-Benefit Convenience being the strongest predictor.

Conclusion – Indonesian consumer are highly satisfied when they feel convenience in accessing and on re-purchase another service. The less time and effort used by the consumer the more satisfied they are with the telecommunication provider. Access Convenience as one of the strongest predictor requires further research in investigating the antecedents toward satisfaction.

Key Words – Service Convenience, Satisfaction, Telecommunication, Mobile Network Provider, Fixed Internet Service Provider, Indonesia, Jakarta