



ABSTRAK

**ANALISIS KOMPARATIF KEPUASAN KONSUMEN TERHADAP PRODUK
SIMCARD SIMPATI, MENTARI, PRO-XL, DAN IM3 DITINJAU DARI SEGI
KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA**

Studi kasus pada mahasiswa Universitas Sanata Dharma Yogyakarta

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2005

Penelitian ini bertujuan untuk mengetahui apakah: (1) ada perbedaan kepuasan konsumen terhadap produk *simcard* Simpati, Mentari, Pro-XL, dan IM3 ditinjau dari segi kualitas layanan; (2) ada perbedaan kepuasan konsumen terhadap produk *simcard* Simpati, Mentari, Pro-XL, dan IM3 ditinjau dari segi kualitas produk; dan (3) ada perbedaan kepuasan konsumen terhadap produk *simcard* Simpati, Mentari, Pro-XL, dan IM3 ditinjau dari segi harga. Jenis penelitian yang dilakukan adalah studi kasus pada mahasiswa Universitas Sanata Dharma Yogyakarta.

Penelitian ini dilakukan pada bulan Oktober – November 2004. Populasi penelitian adalah seluruh mahasiswa Universitas Sanata Dharma Yogyakarta. Jumlah sampel



ABSTRACT

**COMPARATIVE ANALYSIS ON CUSTOMER SATISFACTION TOWARD
SIMCARD PRODUCTS OF SIMPATI, MENTARI, PRO-XL, AND IM3 BASED
ON THE SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ASPECTS**

A Case Study on Students of Sanata Dharma University

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2005

This research aimed to find out whether or not: (1) there were customer different satisfactions toward simcard products of Simpati, Mentari, Pro-XL, and IM3 based on the service quality aspect; (2) there were customer different satisfactions toward simcard products of Simpati, Mentari, Pro-XL and IM3 based on the product quality aspect; and (3) there were customer different satisfactions toward simcard products of Simpati, Mentari, Pro-XL, and IM3 based on the price aspect. This research was a case study on students of Sanata Dharma University.

The research was done from October until November 2004. The research population covered the students of Sanata Dharma University. The amount of the research samples was 160 respondents. The sampling technique was *Purposive Sampling*