

Differences in preferential satisfaction indicators between two consumer groups in a mobile network

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Abstrak

This research analyzes the differences of customer's satisfaction level between two groups, i.e.: young workers and young college students who are using Esia as their mobile communication network. We used three attributes to detail the analytical process, i.e.: tariff (price), product, and distribution. We used convenience sampling for data collection and Mann-Whitney plus Mean Score to analyse.

This study finds that young worker group has more elements that dominate the young college students. However, it can be argued that both group represent similar value to the network provider. Some discussion and suggestion are presented according to the result.