ABSTRACT

Today’s forward-looking organizations realize that they can no longer rely just on price, product quality, or distribution to keep customers coming back. Because other companies can quickly duplicate their competitors’ price, product, and distribution strategies. So the only way to ensure the loyalty of customers is to consistently provide 100 percent customer satisfaction.

The purpose of this research is to measure customer satisfaction of I’M Technologies Ltd based on survey from several customers in Jakarta and to find out how satisfied the company with I’M Technologies as supplier. The tool used to collect data is questionnaires spread to several customers at Jakarta which are mostly mobile telecommunication operator. The data will be analyzed using Multiple regression analysis.

The benefit of this research is by knowing what factor that can predict the customer satisfaction degree, I’M Technologies can improve them self to maintain good customer relations, understand customer business needs, keep abreast of any changes in the market requirement for products and services, obtain feedback on products and services, respond to any product enquires and ensure customer satisfaction with the products and services.

The research result examines that variable of product and technology is the most importance factor of I’M Technologies’ customer satisfaction. The second factor that also related to I’M Technologies’ customer satisfaction is communication. The Support also reflect true effect of I’M Technologies’ customer satisfaction. And the last variable, sales processing, has significant contribution to I’M Technologies’ customer satisfaction.

Keyword: customer satisfaction, I’M Technologies, smart card technology
Kata Kunci: ………., ………., ………., dst.

(Kata Kunci diketik menggunakan Times New Roman (Italic & Bold) – 12 dengan spasi 1.5)

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