

ABSTRACT

In Indonesia, the telecommunication industry begins based on government policy which is regulated according to Law no. 36 of 1999 on telecommunications, the government facilitated the entry of new players in the telecommunications industry. In Indonesia has many mobile operators that offer telecommunication services to compete in getting customers. Mobile operator companies in Indonesia are mostly controlled by GSM mobile operators. Mobile operators compete competitively to offer products and services to increase the number of customers at different rates. Although the number of subscribers from the four mobile operators has increased, but not accompanied by the ARPU from each operator. Therefore a good user experience of mobile operators is one of the challenges that companies must build to create customer satisfaction.

The purpose of this research is to know how user experience and customer satisfaction that exist in Telkomsel operator, Indosat Ooredoo, Tri Hutchison, and XL Axiata according to customer's view, and to know the influence of user experience perceived by Telkomsel, Indosat Ooredoo, Tri Hutchison and XL Axiata to customer satisfaction.

This research is a quantitative research with 385 respondents as sample. How to collect data by distributing questionnaires using five points likert scale. Statistical analysis technique is descriptive analysis and path analysis for hypothesis testing using SPSS for windows software for data processing.

Based on the results of data analysis, it can be seen that simultaneously the user experience has a significant influence on customer satisfaction. But partially, customer satisfaction of Telkomsel cellular operator, Indosat Ooredoo, Tri Hutchison, and XL Axiata are only influenced by three dimensions of functionality, trustworthiness, and service quality. While for the social variable does not have a significant influence on customer satisfaction. Rsquare value of 0.587 indicates that 58.7% customer satisfaction operator Telkomsel, Indosat Ooredoo, Tri Hutchison, and XL Axiata can be explained by user experience variables, while for 41.3% the rest is explained by other variables that are not accurate in the research this.

The research results obtained, the user experience through dimensions of functionality, trustworthiness, and service quality is further enhanced because the dimension has a significant influence on customer satisfaction. Companies must improve the social dimension because these dimensions do not have a significant influence on customer satisfaction. Customer satisfaction can be improved when customers have a good experience using the mobile carrier they use.

Key word : customer satisfaction, service provider, user experience