

CONTENTS

APPROVAL PAGE	3
STATEMENT PAGE	4
ACKNOWLEDGEMENT.....	5
ABSTRACT.....	6
CHAPTER I INTRODUCTION	14
1.1 Object Research.....	14
1.1.1 Company Profile.....	14
1.1.2 Telkomsel.....	14
1.1.3 XL Axiata	15
1.1.4 Indosat Ooredoo	16
1.1.5 Hutchison 3.....	17
1.2 Background.....	17
1.3 Problem Statement.....	23
1.4 Research Question.....	24
1.5 Research Objectives	24
1.6 Scope of the Research	25
1.7 Research Purpose	25
1.8 Research Period.....	26
1.9 Writing Structure.....	26
CHAPTER II.....	28
LITERATURE REVIEW	28
2.1 Literature Review.....	28
2.1.1. Service.....	28
2.1.2. Service Quality.....	28
2.1.3. Service Quality Dimensions	29
2.1.4. Measurements Tools for Service Quality	30
2.1.5. Customer Satisfaction	30

2.1.6. Measurements Tools for Customer Satisfaction.....	31
2.1.7. The Relationship Between Service Quality and Customer Satisfaction.....	32
2.2 Previous Research	32
2.3 Research Framework.....	33
2.4 Hypothesis.....	34
CHAPTER III	36
RESEARCH METHODOLOGY	36
3.1 Research Characteristics	36
3.2 Data Measurement Tools.....	37
3.2.1 Variable Type.....	37
3.2.2 Operational Variable.....	37
3.2.3 Measurement Scale.....	41
3.3 Research Stages	42
3.4 Population and Sampling	42
3.4.1 Population.....	42
3.4.2 Sampling.....	42
3.5 Data collection and Data Resources	43
3.5.1 Primary Data.....	43
3.5.2 Secondary Data	43
3.6 Validity and Reliability Test.....	43
3.6.1 Validity Test	43
3.6.2 Reliability Test	45
3.7 Data Analysis Technique	48
3.7.1 Descriptive Analysis	48
3.7.2 Structural Equation Modeling	49
3.7.3 Partial Least Square.....	50
3.7.4 Goodness of Fit.....	52
3.8 Hypothesis Testing	52
CHAPTER IV.....	54

RESEARCH RESULT AND DISCUSSION	54
4.1 Respondents Analysis Towards Research Variable	54
4.1.1 Respondent Characteristics by Service Provider	55
4.1.2 Respondent Characteristics by Gender	55
4.1.3 Respondent Characteristics by Age	55
4.1.4 Respondent Characteristics by Occupation	56
4.1.5 Respondent Characteristics by Area	57
4.1.6 Respondent Characteristics by Monthly Income	57
4.2 Research Result	58
4.2.1 Descriptive Analysis Result.....	58
4.2.2 Outer Model	76
4.2.3 Inner Model.....	84
4.2.4 Goodness of Fit.....	87
4.3 Research Result Discussion	88
4.3.1 Discussion of the Result of Descriptive Analysis.....	88
4.3.2 Discussion of Factors Affecting Customer’s Satisfaction	89
CHAPTER V	94
CONCLUSION & SUGGESION	94
5.1 Conclusion.....	94
5.2 Suggestions.....	95
5.2.1 Suggestions for Company	95
5.2.2 Suggestions for Future Research.....	96
REFERENCE	97