

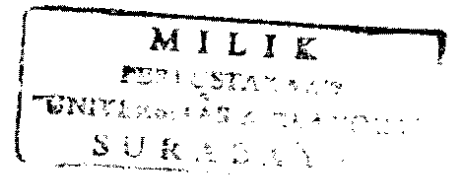
**ANALISIS FAKTOR ATAS DIMENSI – DIMENSI  
KUALITAS LAYANAN YANG DIPERTIMBANGKAN  
DALAM MENGGUNAKAN JASA PENYEDIA INTERNET  
(STUDI KASUS PADA PT. RAHAJASA MEDIA INTERNET)**

**KARYA TULIS UTAMA**

**Untuk memenuhi sebagian persyaratan  
untuk mencapai derajat Magister Manajemen**



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MM 67/99  
Fac  
a



**Diajukan oleh :**

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**NIM. 049510234**

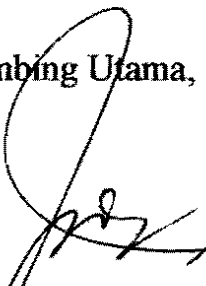
**PROGRAM MAGISTER MANAJEMEN  
UNIVERSITAS AIRLANGGA  
SURABAYA  
1997**

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**Oleh :  
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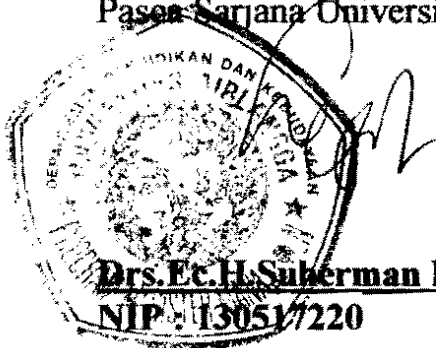
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Tanggal :

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Pasca Sarjana Universitas Airlangga



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## PERSETUJUAN REVISI KARYA TULIS UTAMA

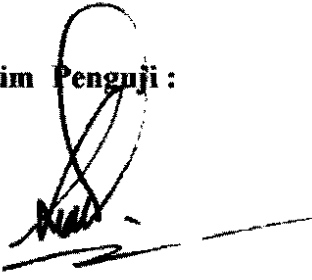
Yang bertanda tangan di bawah ini menyatakan bahwa mahasiswa Program Magister Manajemen Universitas Airlangga :

Nama : Amir Faisal  
NIM : 049510234 M  
Tanggal Ujian : 6 Nopember 1997

telah melakukan penyempurnaan/perbaikan terhadap Karya Tulis Utamanya yang berjudul: **“Analisis Faktor Atas Dimensi-Dimensi Kualitas Layanan Yang Dipertimbangkan Dalam Menggunakan Jasa Penyedia Internet (Studi Kasus Pada PT. Rahajasa Media Internet) “** , sebagaimana yang disarankan oleh penguji.

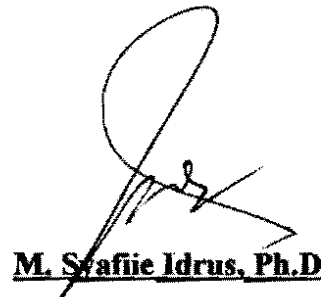
Surabaya, .....

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## ABSTRACT

*The growth of internet users leads to the emergence of many internet service providers that provide services to access internet. As a result, competition among internet service providers become tougher and customers have many alternative choices to select the best one that gives them the best services, the cheapest price as well as the best technology.*

*Identifying variables of consumer choice is essential to a company that wishes to formulate and implement a marketing strategy to win more customers, increase market share, gain and sustain competitive advantage to the utmost. The most important thing that an internet service provider is supposed to do is to determine the dimensions of service quality that influence consumer choice.*

*This study wants to know the underlying dimensions, except price dimensions, that explain the correlation among a set of variables that most likely influence consumer choice in selecting RADNET. Twenty-two variables are identified to be factor analyzed. Principal component analysis is selected as an appropriate method.*

*Results indicate that there are three underlying dimensions, or factors, that are considered by customers in selecting an internet service provider. First, performance quality of network, reputation and comfortability factor accounts for the largest amount of variance (45%). Second, ability and attitude of personnel and technical support factor accounts for 8.1% of variance. Third, support and customer service factor accounts for 6.5% of variance.*

*Furthermore, findings suggest that RADNET management have to pay more attention to continuous effort to improve performance quality of network, quality of personnel as well as quality of customer service.*