ANALYSIS OF CUSTOMER SATISFACTION ON THE SERVICE OF CYBERCAFE "DREAMNET"

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ABSTRACT :
This research aims to determine whether the consumer of a cybercafe is satisfied with its services or not. Tools used in this research are the method of normality of one equity and Likert's Summated Rating (LSR). Developed questionnaires are distributed to 50 respondents. Using the first method, the Hi decision is accepted and Ho is rejected. It concludes that 80% of customer is satisfied with the services with the Z test results is 1.78. It means that the value is in reception area between -1.95 Z and 1.95. It is also proved using LSR method which yields result of 1908, which lies between the median and 3rd quartile (1500 < 1908 < 2000).