

TABLE OF CONTENT

page

APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENT	ix
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1. Background of the Study	1
1.2. Problem Limitation	9
1.3. Problem Formulation	9
1.4. Objective of the Research	10
1.5. Benefits of the Research	10
1.5.1. Theoretical Benefit.....	10
1.5.2. Practical Benefit.....	11
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	12
2.1 Theoretical Background.....	12
2.1.1 Entrepreneurship	12
2.1.2 Marketing	13
2.1.3 Application Ease of Use.....	14
2.1.3.1 Definition of Application Ease of Use.....	14
2.1.3.2 Importance of Application Ease of Use.....	14

2.1.3.3 Design for Ease of Use	15
2.1.3.4 Indicators for Application Ease of Use.....	16
2.1.4 Reliability	17
2.1.4.1 Definition of Reliability.....	17
2.1.4.2 Benefits of Reliability	18
2.1.4.3 Importance of Reliability	18
2.1.4.4 Indicators of Reliability	19
2.1.5 Responsiveness.....	20
2.1.5.1 Definition of Responsiveness	20
2.1.5.2 Important of Responsiveness	21
2.1.5.3 Factors of Responsiveness	21
2.1.5.4 Improving of Responsiveness	24
2.1.5.5 Indicators of Responsiveness.....	26
2.1.6 Satisfaction.....	27
2.1.6.1 Definition of Satisfaction.....	27
2.1.6.2 Importance of Satisfaction.....	28
2.1.6.3 Key Components of Satisfaction	30
2.1.6.4 Indicators of Satisfaction	32
2.1.7 Influence of Application Ease of Use on Satisfaction.....	33
2.1.8 Influence of Reliability on Satisfaction.....	33
2.1.9 Influence of Responsiveness on Satisfaction	33
2.2 Previous Research.....	34
2.3 Hypothesis Development.....	36
2.4 Research Model	37
2.5 Framework of Thinking.....	38
CHAPTER III RESEARCH METHODOLOGY.....	39
3.1. Research Design	39
3.2. Population And Sample	40
3.2.1. Research Location and Time.....	40
3.2.2. Population	40

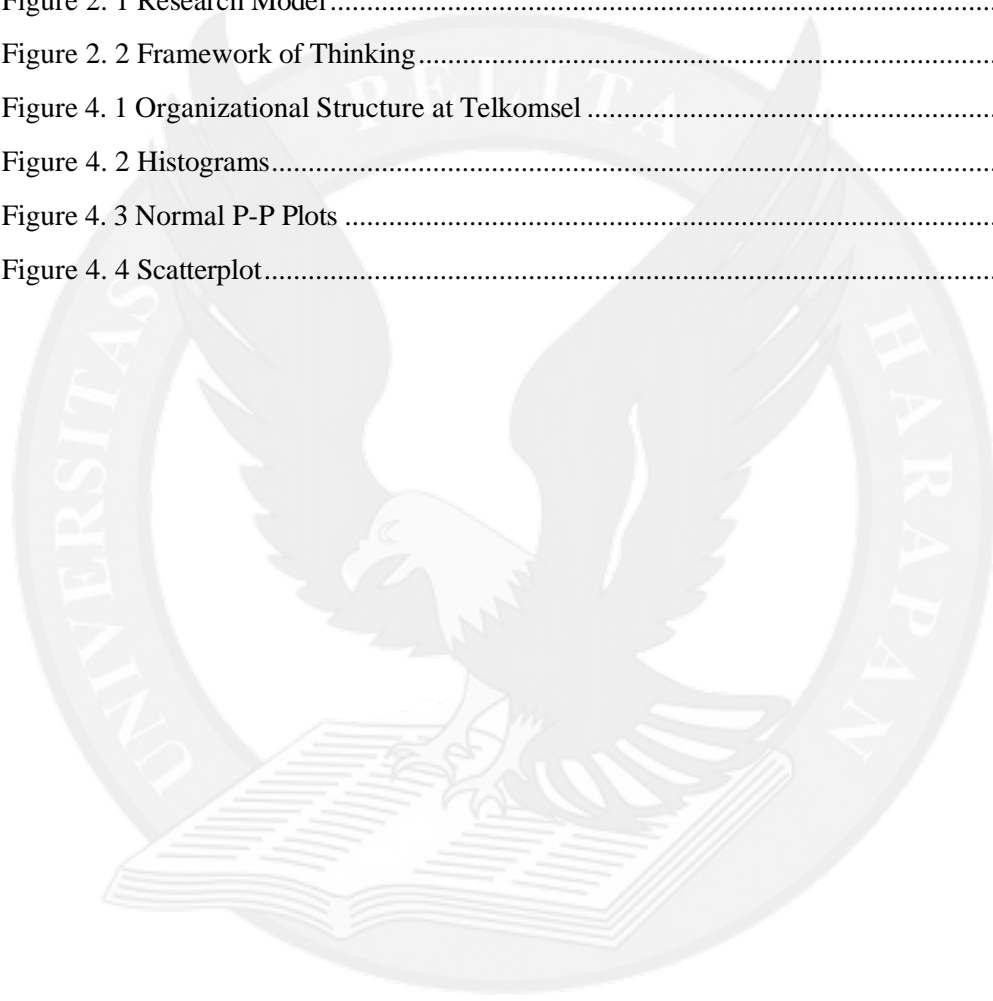
3.2.3. Sample.....	40
3.3 Data Collection Method.....	41
3.4. Operational Definition and Variable Measurement.....	42
3.5. Data Analysis Method	45
3.5.1 Research Instrument Test	45
3.5.2 Descriptive Statistics	46
3.5.3 Classical Assumption Test	48
3.5.3.1. Normality Test.....	48
3.5.3.2. Multicollinearity Test	49
3.5.3.3. Heteroscedasticity Test.....	49
3.5.4. Multiple Linear Regression Analysis.....	50
3.5.5. Hypothesis Test	51
3.5.5.1 t Test	51
3.5.5.2 F test	51
3.5.5.3 Determination Test	51
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	53
4.1 General View of Research Object	53
4.1.1 Brief Overview of Telkomsel.....	53
4.1.2 Vision, Mission and Value.....	54
4.1.3 Organizational Structure	55
4.2 Research Results.....	56
4.2.1 Test of Research Instrument.....	56
4.2.2 Descriptive Statistics	57
4.2.3 Result of Data Quality Testing.....	73
4.2.3.1 Classical Assumption Testing Results.....	73
4.2.4 Result of Hypothesis Testing	79
4.2.4.1 t Test.....	79
4.2.4.2 F Test.....	80
4.2.4.3 Determination Test	81
4.3 Discussion.....	81

CHAPTER V CONCLUSION	87
5.1 Conclusion	87
5.2 Recommendation	88
REFERENCES	91



LIST OF FIGURE

	page
Figure 1. 1 Logo of Telkomsel.....	3
Figure 1.2. My Telkomsel.....	3
Figure 1.3. Benefits of My Telkomsel	4
Figure 2. 1 Research Model.....	37
Figure 2. 2 Framework of Thinking.....	38
Figure 4. 1 Organizational Structure at Telkomsel	55
Figure 4. 2 Histograms.....	74
Figure 4. 3 Normal P-P Plots	74
Figure 4. 4 Scatterplot.....	76



LIST OF TABLE

	page
Table 1.1 Pre-Liminary of Customers on Reviews for Satisfaction of Telkomsel .	5
Table 1.2 Total Review of Customers at My Telkomsel,(2021-2023).....	5
Table 1.3 Negative Reviews for My Telkomsel.....	6
Table 1. 4. Data Phenomenon of Application Ease of Use Variable (X ₁).....	7
Table 1. 5. Data Phenomenon of Reliability Variable (X ₂).....	8
Table 1. 6. Data Phenomenon of Responsiveness Variable (X ₃)	8
Table 3.1 Operational Variable - Application Ease of Use (X ₁)	43
Table 3.2 Operational Variable - Reliability (X ₂)	43
Table 3.3 Operational Variable - Responsiveness (X ₃).....	44
Table 3.4 Operational Variable - Satisfaction (Y).....	44
Table 3.5 Likert Scale.....	44
Table 3.6 Interval of Determination	52
Table 4. 1 Reliability Test Results for Variables	57
Table 4. 2 Characteristics Based on Gender.....	57
Table 4. 3 Characteristics Based on Length of Use of Telkomsel Service Provider (Simcard/Indihome).....	58
Table 4. 4 Application Ease of Use Variable - Statement 1.....	58
Table 4. 5 Application Ease of Use Variable - Statement 2.....	59
Table 4. 6 Application Ease of Use Variable - Statement 3.....	59
Table 4. 7 Application Ease of Use Variable - Statement 4.....	59
Table 4. 8 Application Ease of Use Variable - Statement 5.....	60
Table 4. 9 Application Ease of Use Variable - Statement 6.....	60
Table 4. 10 Application Ease of Use Variable - Statement 7.....	60
Table 4. 11 Application Ease of Use Variable - Statement 8.....	61
Table 4. 12 Reliability Variable - Statement 1	61
Table 4. 13 Reliability Variable - Statement 2.....	62
Table 4. 14 Reliability Variable - Statement 3	62
Table 4. 15 Reliability Variable - Statement 4.....	62

Table 4. 16 Reliability Variable - Statement 5	63
Table 4. 17 Reliability Variable - Statement 6.....	63
Table 4. 18 Responsiveness Variable - Statement 1	64
Table 4. 19 Responsiveness Variable - Statement 2	64
Table 4. 20 Responsiveness Variable - Statement 3	64
Table 4. 21 Responsiveness Variable - Statement 4	65
Table 4. 22 Responsiveness Variable - Statement 5	65
Table 4. 23 Responsiveness Variable - Statement 6	65
Table 4. 24 Satisfaction Variable - Statement 1	66
Table 4. 25 Satisfaction Variable - Statement 2.....	66
Table 4. 26 Satisfaction Variable - Statement 3.....	67
Table 4. 27 Satisfaction Variable - Statement 4.....	67
Table 4. 28 Satisfaction Variable - Statement 5.....	67
Table 4. 29 Satisfaction Variable - Statement 6.....	68
Table 4. 30 Satisfaction Variable - Statement 7.....	68
Table 4. 31 Satisfaction Variable - Statement 8.....	68
Table 4. 32 Descriptive Statistics	69
Table 4. 33 Measurement Score of Descriptive Statistics	70
Table 4.34 The Interval for Application ease of Use (X_1) and Satisfaction (Y)	70
Table 4.35 Descriptive Statistics for Application Ease of Use (X_1).....	71
Table 4.36 The Interval for Reliability and Responsiveness	71
Table 4.37 Descriptive Statistics for Reliability (X_2).....	72
Table 4. 38 Descriptive Statistics for Responsiveness (X_3)	72
Table 4.39 Descriptive Statistics for Satisfaction (Y)	73
Table 4. 40 One-Sample Kolmogorov-Smirnov Test.....	75
Table 4. 41 Multicollinearity Test.....	75
Table 4. 42 Heteroscedasticity Test.....	77
Table 4. 43 Multiple Linear Regression Analysis	78
Table 4. 44 t Test.....	79
Table 4. 45 F Test.....	80
Table 4. 46 Determination Coefficient Test	81

LIST OF APPENDICES

	Page
Appendix A Kuesioner Penelitian (Skripsi).....	A-1
Appendix B. Respondents' Answers To The Questionnaire (Skripsi)	B-1
Appendix C. Output Spss.....	C-1
Appendix D. Respondents' Answers To The Questionnaire (Skripsi).....	D-1
Appendix E. Output Spss (Sample)	E-1
Appendix F. Table Statistic (R, T And F).....	F-1
Appendix G. Turnitin.....	G-1

