

ABSTRACT

Recently, internet technology has become a very close part of human living. The development of internet technology in Indonesia is really out of the prediction. About 5 million user adds every year. And the competition takes place among the internet service provider, including ISP which serve in High Rise Building for corporation. In this segment, a greater concentration is needed to satisfy the customers. And based on Lintasarta's internal survey, the ISP is now on the fifth rank of the most popular ISP in Jakarta.

This research will try to create a strategy competitive advantage by considering the customer satisfaction, switching barriers, variety seeking and also the customer loyalty. In this research, data collecting is done with survey method by spreading the questionnaire to customer of ISP's in High Rise Building in Jakarta. The spreading of questionnaire is done with the convenience sampling method, which the respondents who take part are 252. Questions in the questionnaire consist of three shares. The first shares contain the common information of respondent; the second shares contain the assessment of respondent perception and expectation to satisfaction, and the third is assesses perception of research variable covering procedural switching barrier, financial switching barrier, relational switching barrier, customer satisfaction, and customer loyalty. Based on the data from the questionnaire, it will be done regression analysis to know the relation among the variables.

And the results are, the value indexes for customer satisfaction in 6 most popular ISP in HRB in Jakarta are vary among 4,01 to 4,47. and the value result for customer expectation are among 5,32 to 5,49. From the research analysis, can be resumed that financial switching barrier and variety seeking are two variables whis influence on customer loyalty most.