TABLES

| | | Page |
|-------------------|--|---------|
| TABLE 1.1 | Growth of Internet Users in Indonesia | I – 1 |
| TABLE 1.2 | Growth of Registered ISP in Indonesia Internet Service Provider Association | I-2 |
| TABLE 1.3 | Market Share for Internet User in High Rise Building in Jakarta | I – 2 |
| TABLE 3.1 | Minimum Sample Size Needed in Obtaining Customer Perception Data | III – 6 |
| TABLE 4.1 | Product Advantage of ISP X | IV – 1 |
| TABLE 4.2 | Product Disadvantage of ISP X | IV – 1 |
| TABLE 4.3 | ISP X's Real Performance Records year 2007 | IV – 3 |
| TABLE 4.4 | ISP X's Strengths | IV – 3 |
| TABLE 4.5 | ISP X's Weaknesses | IV – 4 |
| TABLE 4.6 | Data Obtained from Customer for Customer Expectation and Satisfaction | IV – 9 |
| TABLE 4.7 | Summary of Each ISP's Advantage According to Customer | IV – 13 |
| TABLE 4.8 | Summary of Each ISP's Disadvantage According to Customer | IV – 13 |
| TABLE 4.9 | The Most Considered Dimensions of Customer | IV – 14 |
| TABLE 4.10 | Frequency Tables of Competitors' Customer Satisfaction for Reliability Dimension and Their Possibility to Switch to Another ISP | IV – 15 |
| TABLE 4.11 | Cross Tabulation Calculations of Competitors' Customer Satisfaction for Each Two Reliability Dimension Variables with Their Possibility to Switch | IV – 16 |
| TABLE 4.12 | Cross Tabulation Calculation of Competitors' Customer Satisfaction for All Reliability Dimension Variables with Their Possibility to Switch | IV – 16 |
| TABLE 4.13 | Detail percentages of unsatisfied competitors' customer switching preferences | IV – 17 |
| TABLE 4.14 | Competitors' Unsatisfied Customer Profile of Reliability Dimension and Tendency to Switch to Another ISP Variables | IV – 18 |
| TABLE 4.15 | Frequency Tables of ISP X's Customer Satisfaction for Reliability Dimension and Their Possibility to Switch to Another ISP | IV – 19 |
| TABLE 4.16 | Cross Tabulation Calculations of ISP X's Customer Satisfaction for Each Two Reliability Dimension Variables with Their Possibility to Switch | IV - 20 |
| TABLE 4.17 | Cross tabulation calculation of ISP X's customer satisfaction for reliability variables and their possibility to switch to another ISP | IV – 21 |
| TABLE 4.18 | ISP X's Opportunities | IV - 22 |
| TABLE 4.19 | ISP X's Threats | IV - 23 |
| TABLE 5.1 | Summary of Strength, Weakness, Opportunity, and Threat Faced by ISP X | V – 1 |
| TABLE 5.2 | The sub-steps detail of the action plan resulted | V – 12 |
| TABLE 5.3 | Effort vs. Impact Matrix | V – 13 |
| TABLE 5.4 | Priority sorted of the action plan | V – 13 |