

ANALYSIS OF EFFICIENCY, SYSTEM QUALITY, INFORMATION  
QUALITY, AND STAFF RESPONSIVENESS, TOWARDS CUSTOMER  
SATISFACTION AND CUSTOMER CONTINUANCE INTENTION IN  
TRADING COMPANY. CASE STUDY : PT. XYZ

By

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the research.

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## ABSTRACT

ANALYSIS EFFICIENCY, SYSTEM QUALITY, INFORMATION QUALITY  
AND STAFF RESPONSIVENESS TOWARD CUSTOMER SATISFACTION  
AND CONTINUANCE INTENTION IN TRADING COMPANY. CASE  
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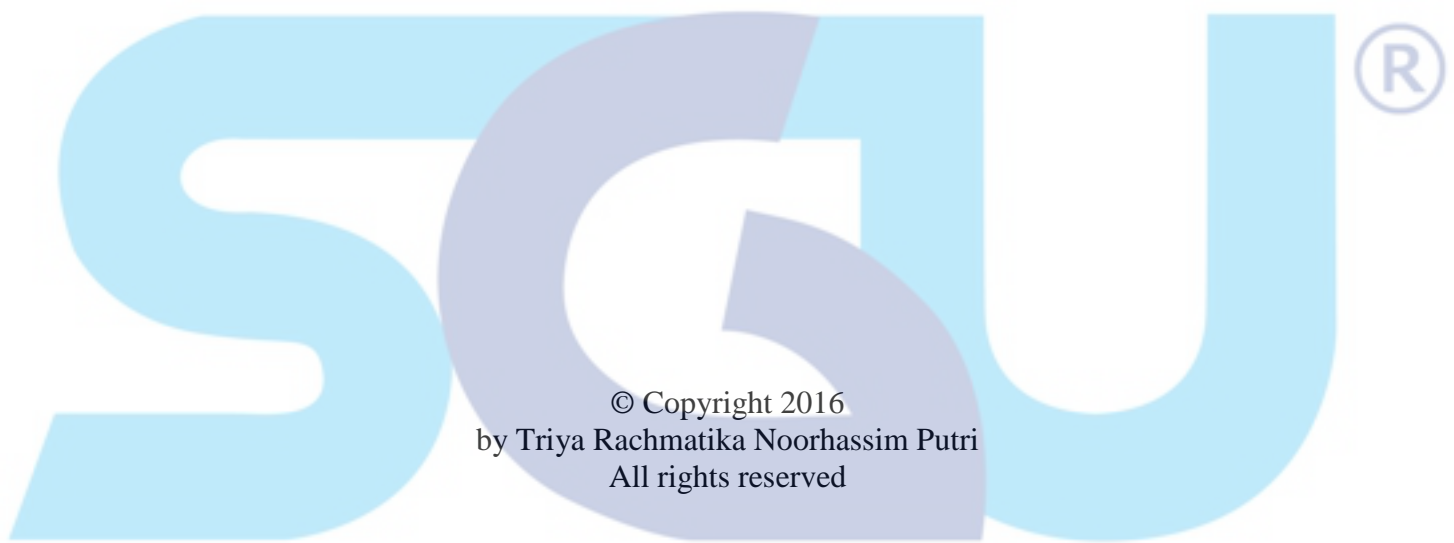
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The quality of online trading is still questionable for both experienced and inexperienced online trading user. The research analyse the influence of efficiency, system quality, information quality, and staff responsiveness to ionline trading user's satisfaction and continuance intention in PT. XYZ. The research also found the differences of the influences between experience user and inexperience user. The result shows that there are differences between experienced group and inexperienced groups. Efficiency, system quality, information quality have significance influence to the satisfaction and continuance intention for experienced group, whereas all factors don't have significance influence to the satisfaction and continuance intention for inexperienced group. It shows the inefficiencies and ineffectiveness for online trading at PT. XYZ .

*Keywords: efficiency, system quality, information quality, staff responsiveness*



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## **DEDICATION**

I dedicate this works for my family, my college friends and my friends in RSM  
AAJ.

Last but not least I dedicate this work and special thanks to PT. XYZ's  
stakeholder, customers and Indonesia Stock Exchange's expertise.



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