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Cellular Tower Transporter' Sustainable Service Level: How to Handle Complaints and Earns Loyalty

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Abstract: The study aims to uncover the service level of major cellular providers in Indonesia. The stages of the research included the determination of point where cellular towers are built as well as the density of the telecommunication traffic in particular regions in Indonesia. The users of the cellular towers are representatives of the companies from certain logistics establishment that utilizing the existence of the towers. Twelve spots of cellular towers were taken as research objects with 155 users representing their companies who uses and utilizing the cellular towers for various of businesses dominantly in logistics businesses. Structural equation model analysis were implemented to seek the affects of each variables. The result showed that all the data collected were supporting the hypotheses and this result were also showed that loyalty towards service delivered and complaints might occur parallelly.

Keywords: Service level, Sustainable Service, Loyalty.

INTRODUCTION

The high need for information and communication in this day and age encourages us to always keep abreast of existing technological developments. Inadvertently, we as consumers are not aware that we have been following technological and information developments that endlessly create a technology that can facilitate human activities. Nowadays, cell phones are no longer just a means of communication, but are used as an internet connection, games, e-mail, social networking, streaming, listening to music, storing videos, photos, and other increasingly sophisticated features offered by cell phone manufacturers. Each mobile phone brand is competing to innovate products with its own type, model and technology that are tailored to the needs of the profession, status, lifestyle and hobbies of using them. Technological developments in Indonesia must be in line with existing internet developments. Internet developments in Indonesia encourage consumers to be more active in carrying out activities such as chatting through social media, namely Twitter, Facebook, Instagram, and other social applications.

The internet users around the world, Asia is the largest region for internet users in the world with a percentage of 45.1%, then Europe with 20.2%, North America 10.7%, Latin America 10.8%, Africa 8.6% , Middle East 3.7% and Australia 0.9%. The total population of Indonesia reaches 251,160,124 million people, divided into 51% urban and 49% rural. Internet penetration in Indonesia reaches 15% or 38,191,873 internet users of the total population. And active users of Facebook social media reach 25% or 62,000,000. Naturally, Indonesia is the target for smartphone marketing at this time. In Indonesia, the average internet user spends his time using the internet via a PC or laptop for 5 hours 27 minutes every day. And the number of internet users using smartphones reaches 14% of the total population of Indonesia and on average uses the internet via smartphones 2 hours 30 minutes every day.

The behavior of Indonesian people who are now familiar with technology makes them spend more time using smartphones for social media, chatting using social messengers. As well as searching for information via the internet, and even playing online games via their smartphones. Internet users in Indonesia using the most social media are Facebook with 93%, and then there is Twitter with 80%, Google + 74%, Linkedin 39%, Instagram 32% and there are 98% who use other social networks. With the high number of internet users in Indonesia, to meet these needs, several telecommunications operator companies in Indonesia are directly using it, such as Telkomsel, Indosat, XL, Axis, 3 which are all cellular operators.

Therefore, in this study the researchers wanted to look at the factors that influence customer loyalty (Valderrama & Cameron, 2023). By knowing the factors that affect customer loyalty to customers, it is expected to be able to provide improvements to be able to keep customers using the operator and not move to another operator (Mainardes et al., 2021). Researchers want to know the factors that can affect operator customer loyalty (Suk et al., 2021). The following are the questions that this research aims to answer: does the perceived quality of operators affect the perceived value of customers; does perceived quality operator affect customer satisfaction; does the tperator's perceived value affect customer satisfaction; does brand image operator affect customer satisfaction; does perceived ease of use affect customer satisfaction; does customer satisfaction affect customer complaints; does customer satisfaction affect customer loyalty; does customer complaint affect customer loyalty.

LITERATURE REVIEW

Marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return (Jung et al., 2021). Consumer behavior is the study of individuals, groups or organizations and the processes they use to select, use and dispose of products, services, experiences or ideas to satisfy needs and the impact on consumers and society (Matsuoka, 2022). In addition, consumer behavior is a dynamic interaction of ways of influencing, interpreting, behaving, as well as the environment or circumstances in which humans carry out aspects of exchange in their lives (Bazi et al., 2023). Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas (Belhadi et al., 2023). Perceived quality is a consumer's assessment of the superiority or good quality of a product (Thanos, 2022). If the perception of high quality means that, through long-term experiences associated with the brand, consumers will recognize the differences and advantages of the brand (Hartner-Tiefenthaler, 2021). Personal experiences with products, consumption needs and situations influence consumers' subjective judgments of quality (Folger et al., 2022). Perceived quality is also a component of brand value (Canboy et al., 2023). Therefore, high perceived quality will encourage consumers to choose that brand over other competing brands (Canboy et al., 2023). Perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to the stated objectives, relative to alternatives

(Chernyak-Hai et al., 2023). Perceived quality is the customer's general assessment of service process standards (Reyes-Menendez et al., 2022).

Perceived value is a consumer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given (Dufour et al., 2022). Perceived value is closely related to service quality and customer satisfaction (Chang & Chen, 2020). Perceived value is a consumer's assessment of the value of a product based on the dilemma they experience between making sacrifices and getting benefits (Chang & Chen, 2020). Perceived value is the customer's overall assessment of the net value of the service, based on the customer's assessment of what is received (benefits provided by the service) and what is provided (cost or sacrifice in obtaining and utilizing the service) (Wach et al., 2021). In this study, the definition of perceived value is the consumer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given (Yue et al., 2022).

Customer satisfaction is a combination of emotion and cognition approach as a response to consumer fulfillment of products and services (Cho et al., 2022). Customer satisfaction is seen as an influencing intention to repurchase products and services that will generate profits for an organization or company (Giovanis et al., 2022). Dissatisfied customers will not re-purchase products or services from the company and will not cause positive word of mouth to others (Berber et al., 2022). Customer satisfaction is the level of overall consumer satisfaction with a product (Ahmed & MacCarthy, 2022). From this, it can be explained that when a company can create a product that is needed by consumers and in accordance with consumer expectations, the consumer's assessment of a company's product will also be good. Satisfaction as an emotional state that occurs in response to experience (Hosseini et al., 2022).

Brand image is part of the customer's response to a brand name, sign, or impression and also represents a symbol of the quality of a product (Marikyan et al., 2022). Brand image is also considered as a set of assets and liabilities associated with a brand name and a sign indicating that assets and liabilities can increase or decrease the value of a company that produces products or services for customers (Barroso & Laborda, 2022). There are three elements of brand image, namely company image, product image, and product image from competitors (Sadeghiani & Anderson, 2023). Brand image is a brand image that cannot be measured by measuring attributes alone, but must include measuring consumer perceptions of the value and benefits achieved from using a brand (Nafees et al., 2021). Brand image is the consumer's perception of a brand which is reflected in the brand associations that exist in the minds of consumers (Grooss et al., 2022).

Perceived ease of use is the extent to which a person believes that using a particular system will be free of effort (Fahad & Shahid, 2022). This definition uses the word ease which means free from great difficulty or effort (Samhale, 2022). Effort is a limited resource where a person sacrifices a number of their activities for a responsibility (Rahman et al., 2020). An application that is easy to use than others will be easily accepted by users (Alnemer, 2022). Perceived ease of use is someone's prominent belief that using technology will be free from all efforts (Gupta & Raman, 2022). This factor becomes one of the determinants for system providers to analyze system requirements and development in the future (Tunçel, 2022). Perceived ease of use is the extent to which a person believes that using a particular system will be free of effort (Amoako et al., 2021).

Loyalty is a deeply held commitment to repurchase a product or service consistently in the future (De Miguel Molina et al., 2021). Thus causing repeated purchases of the same brand, despite situational influences and marketing efforts that have the potential to cause behavior change (Fraszczyk & Piip, 2019). Loyal customers, companies can maximize profits because loyal customers are willing to (1) buy more often (2) spend money to try new

products or services (3) recommend products and services to other parties, and (4) give sincere advice to company (Fitzová et al., 2021).

Customer complaint as a process that arises if the customer service experience is outside the zone of acceptance during service interactions or the customer's evaluation of the value of using the service (Buldeo Rai et al., 2022). Complaining behavior can be expressed in the form of verbal and non-verbal communication with other parties that can cause changes in behavior (Brettmo & Sanchez-Diaz, 2022). Complaints are one of the important business strategies for developing and maintaining relationships between companies and current customers (Pantouvakis & Syntychaki, 2022). The research framework that was used as a basis thought for this research described which variables influence customer loyalty (Chen et al., 2022). The research framework was defined as follow:

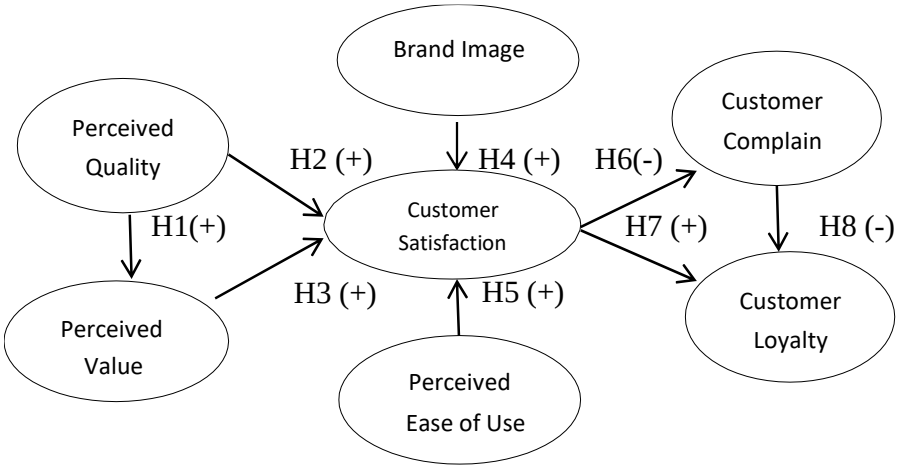

Figure 1. Research Framework
Source: Research Data (2023)

From the involved variables, the hypothesis consist of; (H1) Perceived Quality has a positive influence on Perceived Value, (H2) Perceived Quality has a positive influence on Customer Satisfaction, (H3) Perceived Value has a positive influence on Customer Satisfaction, (H4) Brand Image has a positive influence on Customer Satisfaction, (H5) Perceived Ease of Use has a positive influence on Customer Satisfaction, (H6) Customer Satisfaction has a negative effect on Customer Complaint, (H7) Customer Satisfaction has a positive influence on Customer Loyalty, (H8) Customer Complaint has a negative influence on Customer Loyalty.

RESEARCH

The research design used was cross-sectional, namely the research design in the form of collecting and retrieving information from certain samples which was only carried out once or to be precise single cross-sectional, namely data collection activities carried out from one respondent only for one time. This study will examine in general regarding the influence of the factors that can affect operators customer loyalty. The variables used in this research are Perceived Quality, Perceived Value, Customer Satisfaction, Brand Image, Perceived Ease of Use, Customer Complaint, and Customer Loyalty.

Factor analysis is data reduction and summarization technique. Factor analysis is used to see whether or not there is a correlation between indicators and to see whether these indicators can represent a latent variable. Factor analysis also looks at whether the data we get is valid and reliable, besides that with factor analysis techniques we can see whether the indicators of each variable form a single unit or whether they have different perceptions. The validity test was carried out to find out whether a questionnaire was valid or valid. A

questionnaire is said to be valid if the statements on the questionnaire are able to express something that is measured by the questionnaire. The higher the validity, the more it describes the level of validity of a study. So validity measures whether the statements in the questionnaire that we have made can actually measure what we want to measure. In this study the validity test was carried out by means of factor analysis test.

In this study the data will be analyzed using the structural equation model method which is a multivariate statistical technique that combines aspects of multiple regression which aims to test dependent relationships and factor analysis which presents the concept of unmeasured factors with multiple variables used to estimate a series of relationships. dependents that influence each other. In this study, the structural equation model data processing technique used the confirmatory factor analysis (CFA) method. The procedure in CFA that differs from exploratory factor analysis (EFA) is that the research model is formed beforehand, the number of variables is determined by the analysis, the effect of a latent variable on the indicator variable can be set equal to zero or a constant, measurement errors may be correlated, covariance of variables latent variables can be estimated or set at a certain value and parameter identification is required.

The structural model in this study is shown in Figure 2 below:

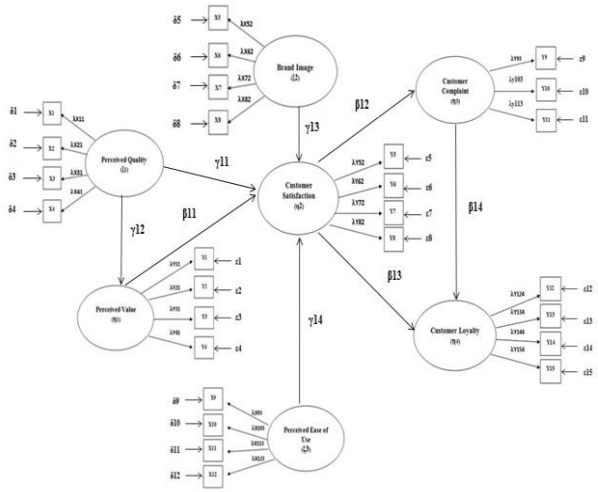

Figure 2. Structural Research Model
Source: Research Data (2023)

RESULT AND DISCUSSION

Calculation of structural equation model in this study was carried out. The specific program used to test the interrelationships between variables according to the conceptual framework in Figure 1. The results of structural equation model calculations with the Lisrel were well-explained. In structural equation model analysis, the research model consists of measurement and structural models. Before conducting an analysis of the two models, a goodness of fit test was first carried out. Thestructural equation model analysis did not only use a single model fit test, but uses several fit indices which show the suitability between the data presented and the proposed model. It showed several fit indices for overall model fit based on structural equation model calculations using the Lisrel. The measurement model were models that explained the relationship between indicator variables and measuring latent variables. The measurement model were analyzed the construct validity and construct reliability. A variable is said to have good validity against its construct or latent variable: The

value of t ≥ 1.96 and The standardized factor loading is ≥ 0.70 or ≥ 0.50. Meanwhile, construct reliability was declared good if the construct reliability value was ≥ 0.70 and the variance extracted value was ≥ 0.50. The overall validity test result was shown in the path diagram of overall respondent as shown in Figure 3 below:

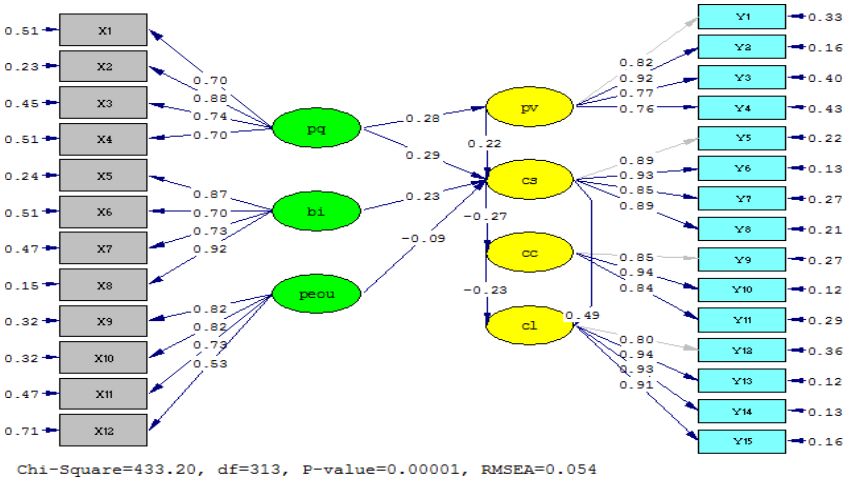

Figure 3. Path Diagram Standarized Solution
Source: Research Data (2023)

SLF = Standardized Loading Factors. Target SLF ≥ 0.70 atau 0.50

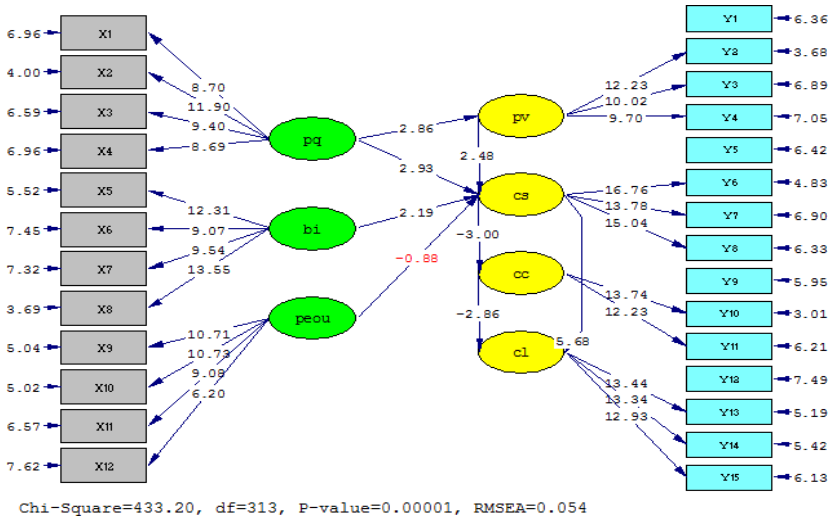

Figure 4. Path Diagram T-Value
Source: Research Data (2023)

** = Set by default by Lisrel, t-values are not estimated. Target value t ≥ 1.96

For all variables have factor loading values above 0.5 and have t-values greater than or equal to 1.96 so that it can be concluded that the validity of all observed variables on latent variables is good. Following are the results of calculating the reliability and the variant extracts of each construct:

Perceived Quality with Σ std. Loading is 3.02, Σe is 1.7 and CR is 0.84. For The Brand Image, the value of Σ std. Loading was 3.22, and its Σe was 1.37, the value of its CR was 0.88. For The Perceived Ease of Use, the value of its Σ std. Loading was 2.9, and its Σe was 1.82, while the value of its CR was 0.82. The Perceived Value had its Σ std. Loading was 3.27, and its Σe was 1.32 and its CR value was 0.89. The Customer Satisfaction Σ std. Loading was 3.56, while the value of Σe was 0.83 and the CR value was 0.93. The Customer

Complaint value Σ std. Loading was 2.63, and its Σe was 0.68, while the value of CR was 0.91. The Customer Loyalty had its value of Σ std. Loading was 3.58, and its Σe was 0.77, while the CR value was 0.94.

Perceived Quality with $\sum std.\ loading2$ was 2.30 and Σe was 1.7 and its VE was 0.57. The Brand Image with $\sum std.\ loading2$ was 2.62 and Σe was 1.37, and its VE was 0.65. The Perceived Ease of Use with $\sum std.\ loading2$ was 2.15, and its Σe was 1.82, and the value of VE was 0.54. The Perceived Value with its $\sum std.\ loading2$ was 2.68, the value of Σe was 1.32 and its VE was 0.67. While The Customer Satisfaction value of $\sum std.\ loading2$ was 3.17, its Σe was 0.83 and its VE was 0.79. The Customer Complaint value of $\sum std.\ loading2$ was 2.31, the value of Σe was 0.68 and its VE was 0.77. The Customer Loyalty value of $\sum std.\ loading2$ was 3.21, Σe was 0.77 and its VE was 0.82. The construct reliability (CR) values are greater than 0.7, and all variance extracted (VE) are greater than 0.5. The overall value of the reliability of the measurement model is good. The structural model analysis result was produced to seek the inter-relationships between variables according to the conceptual framework. Based on the results of SEM calculations using the Lisrel contained in the appendix, the structural model equation can be determined as follows:

ε1 = 0.28*ξ1, Errorvar.= 0.92 , R²
= 0.077
(0.097) (0.17)
2.86 5.52

ε2 = 0.22* ε1 + 0.29* ξ1 + 0.23* ξ2 – 0.085* ξ3, Errorvar.= 0.74, R² =
0.26
(0.087) (0.100) (0.10) (0.097) (0.12)
2.48 2.93 2.19 -0.88 6.25

ε3 = - 0.27* ε2, Errorvar.= 0.93 , R²
= 0.075(0.091)
(0.16)
-3.00 5.94

ε4 = 0.49* ε2 – 0.23* ε3, Errorvar.= 0.64 , R² =
0.36(0.087) (0.081) (0.12)
5.68 -2.86 5.41

Descriptions:
ξ1 (ksi 1) = *Perceived Qualit*
ξ2 (ksi 2) = *Brand Image*
ξ3 (ksi 3) = *Perceived Ease of use*
ε1 (eta 1) = *Perceived Value*
ε2 (eta 2) = *Customer Satisfaction*ε3 (eta 3) = *Customer Complaint* ε4 (eta 4) = *Customer Loyalty*

Table 1. Structural Model Analysis Result

Hypothesis	Path	Estimasi	t-value	t-table	Conclusion
1	*Perceived Quality → Perceived Value*	0.28	2.78	1.96	Data supporting H1
2	*Perceived Quality → Customer Satisfaction*	0.29	2.98	1.96	Data supporting H2
3	*Perceived Value → Customer Satisfaction*	0.22	2.56	1.96	Data supporting H3
4	*Brand Image → Customer Satisfaction*	0.23	2.19	1.96	Data supporting H4

5	*Perceived Ease of Use → Customer Satisfaction*	0.26	2.77	1.96	Data supporting H5
6	*Customer Satisfaction → Customer Complaint*	-0.27	-3.00	-1.96	Data supporting H6
7	*Customer Satisfaction → Customer Loyalty*	0.49	5.68	1.96	Data supporting H7
8	*Customer Complaint → Customer Loyalty*	-0.23	-2.86	-1.96	Data supporting H8

H1 showed a t-value of 2.78, this value is greater than the t-table value (1.96), then it is significant that the data in the study support the statement that there is a positive influence between Perceived Quality on Perceived Value. H2 showed a t-value of 2.98, this value is greater than the t-table value (1.96), so it is significant that the data in the study support the statement that there is a positive influence between Perceived Quality on Customer Satisfaction. H3 showed a t-value of 2.56, this value is greater than the t-table value (1.96), so it is significant that the data in the study support the statement that there is a positive influence between Perceived Value on Customer Satisfaction. H 4 showed a t-value of 2.19. this value is greater than the t-table value (1.96), so it is significant that the data in the study support the statement that there is a positive influence between Brand Image on Customer Satisfaction. H5 showed a t-value of -3.00. this value is smaller than the t-table value (-1.96), so the data in this study does not significantly support the statement that there is a positive influence between Perceived Ease of Use on Customer Satisfaction. H6 showed a t-value of -3.00. this value is smaller than the t-table value (-1.96), so it is significant that the data in the study support the statement that there is a negative effect between Customer Satisfaction and Customer Complaint. H7 showed a t-value of 5.68. this value is greater than the t-table value (1.96), so it is significant that the data in the study supports the statement that there is a positive influence between Customer Satisfaction and Customer Loyalty. H 8 showed a t-value of -2.86. this value is smaller than the t-table value (-1.96), so the data in this study significantly supports the statement that there is a negative effect between Customer Complaint and Customer Loyalty. In this study, the analysis of the measurement model has shown that all research variables have shown that all research variables have met the criteria of validity and reliability. In addition, all hypotheses proposed have significant results.

CONCLUSION

The results of data analysis using structural equation modeling showed that the data in this study did not match the proposed research model and for the measurement model all indicators had valid criteria, all variables had good measurement reliability or consistency. Based on the structural model of the four proposed research hypotheses, it turns out that not all of the hypotheses are in accordance with the findings. So that the results of the structural model can be concluded as follows: perceived quality has a positive influence on perceived value. Perceived quality has a positive influence on customer satisfaction. Perceived value has a positive influence on customer satisfaction. Brand image has a positive influence on customer satisfaction. Perceived ease of use has no effect on customer satisfaction. Customer satisfaqtion has a negative influence on customer complaint. This shows that when consumers are not satisfied with what is expected, then consumers will make complaints. Customer satisfaction has a positive influence on customer loyalty.

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