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Determinants of Customer Satisfaction of Telkomsel Provider

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Abstract: The purpose of this study was to test the determinants of Telkomsel Provider customer satisfaction consisting of product quality, price, brand trust, and product innovation on customer satisfaction. Causal and quantitative analysis methods. The population in this study were Telkomsel card users in Makassar City. Based on the results of these calculations, the number of samples in this study was 97 respondents. This study used the Accidental sampling technique. The data collection method in this study was a questionnaire. The analysis method used in this study was Multiple Linear Regression Analysis. The results of the study found that product quality had a positive and significant effect on Telkomsel customer satisfaction in Makassar City, price had a positive and significant effect on Telkomsel customer satisfaction in Makassar City, brand trust had a significant effect on Telkomsel Provider Customer satisfaction in Makassar City, product innovation have a significant impact on Customer satisfaction of Telkomsel Provider in Makassar City.

Keyword: Product Quality, Price, Brand Trust, Product Innovation, & Customer Satisfaction

INTRODUCTION

Communication is the basis of interaction between humans and can happen to anyone, whether between lecturers and students, parents and children, leaders and subordinates, friends and so on. With their relationship as social beings, there is a meaning that humans are inseparable from other individuals. By nature, humans will always live together in various forms of communication and situations that influence them. Given how important information is in aspects of human life, communication has finally become a very important part in completing human life. (Adin & Izzati, 2023).

One of the communication media is the mobile phone, which is widely used by all levels of society, from the upper class to the common people. (Wuriyanti & Febriana, 2022). In the past, we could only communicate by exchanging messages, then along with the development

of technology, communication can also be done by talking via mobile phones and also provided with various features such as sending messages, video calls, sharing documents which of course make communication easier. The use of mobile phones today is like a primary need, it can be said that everyone has used it, so that its users are increasingly widespread.

There are cellular operator companies in Indonesia that have a fairly large presence at this time, including, PT. Hutchison 3 Indonesia (Tri), PT. XL Axiata (XL), PT. Indosat (Indosat), PT. Telekomunikasi Selular (Telkomsel). Based on the Top Brand Index, the communication/IT category is as follows:

Table 1. Top Brand Index of Prepaid Sim Cards in Indonesia 2020- Phase I 2024

Provider/Prepaid SIM Card	Top (%)				
	Phase I 2024	2023	2022	2021	2020
Telkomsel prepaid	41.6	41.8	43.1	45.2	45.7
IM3	15.5	17.5	13.3	13.3	14.6
Tri3	13.6	12	10.6	9.8	11.2
XL Prepaid	9.1	11.6	11.7	10.7	11.5

Source :<https://www.topbrand-award.com> (2024)

Based on the top brand index, it appears that communication companies in Indonesia have been competitors for the past five years so they must be ready to compete to achieve excellence in the market. From several companies above, PT. Telkomsel is still the leader among other operators, but its strong position does not guarantee that it will continue to maintain its position as the best telecommunications operator in Indonesia, therefore Telkomsel continues to work hard to provide added value to customers and the business environment, while stakeholders are currently trying to maximize their service levels to satisfy customers.

Customer satisfaction is one of the key factors that determine the success of a company. In an increasingly competitive business world, companies are required to understand the various aspects that influence customer satisfaction. Consumer satisfaction is one of the reasons why consumers decide to shop at a place. If consumers are satisfied with a product, they tend to continue to buy and use it and tell others about their pleasant experiences with the product.(Agiesta et al., 2021). Customer satisfaction begins with consumers evaluating the quality (perception) of the product or service they receive based on the expectations conceptualized in their minds.(Romadhoni et al., 2023). In this study, the factors that influence customer satisfaction include product quality, price, brand trust, and product innovation.

Product quality is a major element that influences customer satisfaction. High-quality products usually meet or even exceed customer expectations.(Gajewska et al., 2020). Service quality is an invisible activity that occurs as a result of interaction between consumers and employees, or things provided by the company in providing services intended to solve consumer problems.(Mariansyah & Syarif, 2020). Quality can be measured from various aspects, such as durability, reliability, and performance.(Ani, 2020). When customers are satisfied with the quality of the products they purchase, they are more likely to recommend them to others.

Telkomsel consistently implements the latest cellular technology and is the first to commercially launch 4G LTE mobile services in Indonesia, this can be seen in the following image:



Source : <https://goodstats.id>, February 2024

Figure 1. Mobile operators with the fastest internet in Indonesia

Entering the digital era, Telkomsel continues to develop digital businesses, including Digital Advertising, Digital Lifestyle, Mobile Financial Services, and Internet of Things. To serve customer needs, Telkomsel has a 24-hour call center and GraPARI services spread throughout Indonesia. Companies that control customers will maximize the value of each product, such as product quality (the ability of the product to be applied and its durability against damage) are demands for manufacturers. Manufacturers who simply release products on the market without prioritizing quality value will certainly not last long, because consumers will be disappointed and have an impact on customers moving to other manufacturers.

The quality of each similar product will also differ in durability, due to the factor of product consumption by consumers, but guaranteeing customer trust in the quality of a product is the most important thing that must be done, such as having a service center that has the function of serving and resolving consumer complaints who feel there is damage to the product purchased. Companies must realize that losing a customer means losing more than just a single sale. This means that the loss from losing a customer is not only from the loss of the customer itself but also the opportunity for repeat purchases by the customer will also be lost.(Firmansyah, 2023). With all the advantages that Telkomsel and its products have, the effort to maintain their position at the top of Indonesian cellular telecommunications is not easy amidst the fierce competition in the cellular telecommunications industry.

Price is one of the factors that affect customer satisfaction. This condition makes consumers more free to choose services offered by quality telecommunications service companies, then followed by affordable prices or in accordance with consumer purchasing power. The suitability of prices with the benefits received by customers plays a role in creating customer satisfaction.(Romadhoni & Themba, 2023). For example, the price offered by an internet package is too expensive and not many consumers can afford it, then such a thing can cause disloyalty and will look for other cheaper internet packages.

Brand trust is also one of the factors that can increase customer satisfaction and loyalty to fashion products. Brand trust has been at the center of many studies on brands and is conceptualized as an important factor in success.Company(Miranda et al., 2023). Brand trust or brand trust can be conceptualized as the average consumer's desire to rely on a brand's ability to perform its function.(Sirdeshmukh et al., 2002). Therefore, the existence of brand trust in the minds of consumers is expected to trigger a sense of satisfaction in the use of the product

so that consumers will not hesitate to consume the product again. Company marketers can increase brand trust in customers through emotional and rational commitment of customers to their brands.

Product innovation is one of the most reliable factors for a marketer in marketing a product. Innovation will increase the added value of a product, innovation will create a new product that can provide a better solution for solving problems faced by consumers. (Suyaman et al., 2021). Therefore, the company is expected to create new thoughts, new ideas that offer innovative product innovations and provide satisfactory services to customers.

Previous studies that have examined customer satisfaction have been conducted by, among others, (Bali, 2022) found that product quality and price have a significant effect on consumer satisfaction. (Asti & Ayuningtyas, 2020) And (Mariansyah & Syarif, 2020) found that price has a significant effect on consumer satisfaction while product quality does not have a significant effect on consumer satisfaction. Different from the research results (Bansaleng et al., 2021) found that product quality has a significant effect on consumer satisfaction, while price does not have a significant effect on consumer satisfaction. (Febriani et al., 2022) And (Rahmawati & Hasan, 2023) found that Brand Trust has a positive and significant effect on Customer Satisfaction. Based on the phenomena and inconsistencies of previous studies, the purpose of this study is to test the determinants of customer satisfaction of Telkomsel Provider consisting of product quality, price, brand trust, and product innovation on customer satisfaction.

METHOD

Causal and quantitative analysis methods. The population in this study is Telkomsel card users in Makassar City. Since the population of Telkomsel provider users is not known for certain, the number of samples is calculated using the following formula:

$$n = \frac{Z^2}{4(MOE)Z^2} = 96.04 \text{ or } 97 \text{ people} \frac{1,96^2}{4(0,10)^2}$$

Based on the calculation results, the number of samples in this study was 97 respondents.

This study uses the Accidental Sampling sampling technique, which is a method of taking samples by chance, which is a method of taking samples by chance that is encountered by researchers when conducting research, then members of the population can be samples. The data collection method in this study is a questionnaire. The analysis method used in this study is Multiple Linear Regression Analysis.

The conceptual framework can be seen in the following chart:

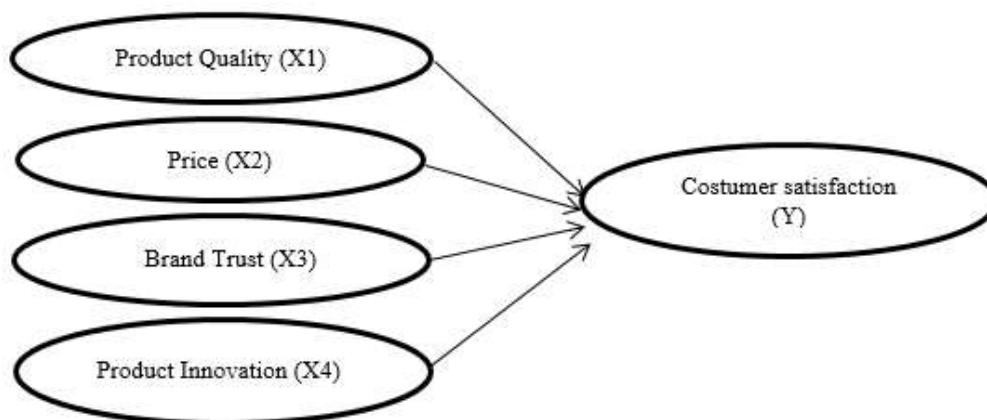


Figure 2. Conceptual Framework

RESULTS AND DISCUSSION

Research Result

Results of Analysis and Discussion

Table 2. Results of the Normality Test with Kolmogorov-Smirnov

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.85767217
Most Extreme Differences	Absolute	.118
	Positive	.094
	Negative	-.118
Test Statistics		.118
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data processed by SPSS, 2024

Based on table 2, it shows that the statistical test value obtained is 0.118, where this value is greater than 0.05 and *Asymp. Sig. (2-tailed)* obtained is 0.200 so that the data is normally distributed, thus the assumption test for data normality is met.

The coefficient of determination (R²) is used to measure the ability of the regression model to explain the variation of the dependent variable.

Table 3. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.618	.536	1.06813

Source: Processed data, 2024

Based on the determination coefficient test table (R²), the Adjusted R² is obtained at 0.536. This means that 53.6% of Telkomsel Provider Customer Satisfaction (Y) can be explained by the variables Product Quality (X1), Price (X2), Brand Trust (X3) and Product Innovation (X4). While the rest (100% - 53.6% = 46.4%). Telkomsel Provider Customer Satisfaction is influenced by other variables not mentioned in this study or other causes outside the model.

The F-test basically shows whether all independent variables in the model affect the dependent variable simultaneously. The decision is made based on the comparison of the F value calculated by looking at the level of significance and then comparing it to the previously determined level of significance (5% or 0.05). If the calculated F-significance is less than 0.05 then Ho is rejected, meaning that the independent variables affect the dependent variable simultaneously.

Table 4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51,438	4	14.137	14,834	.000 ^b
	Residual	87,457	96	1,038		
	Total	146,168	100			

Source: Processed data, 2024

From the F-test table, it is known that the F-number or F-statistic is 14.834 while the F-table value is 2.470. Based on this information, it is known that $F_{count} > F_{table}$, so Ho is rejected and Ha is accepted, which means that Product Quality (X1), Price (X2), Brand Trust (X3) and Product Innovation (X4) have an impact on Telkomsel Provider Customer Satisfaction (Y).

The t-test basically shows the extent to which the influence of the explanatory variables or independent variables individually explains the variation of the dependent variable. This decision is taken based on a comparison of the significance value of the calculated t value of each regression coefficient at a predetermined significance level, namely a 95% confidence level or ($\alpha = 0.05$); N = number of samples; k = number of dependent and independent variables. $df = nk = (100-4) = 96$, then the table value of $t = 1.984$ is obtained. If $Tcount > 0.05$ then the null hypothesis (H_0) is accepted, meaning that the variable has no effect on the dependent variable. Conversely, if the significance is less than 0.05 then H_0 is rejected, meaning that the independent variable has an effect on the dependent variable.

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,809	2.473		3.104	.000		
	Product Quality	.347	.116	.370	5.006	.000	.946	1.162
	Price	.188	.044	.201	2,080	.039	.882	1,008
	Brand Trust	.216	.084	.232	3,028	.015	.974	1.103
	Product Innovation	.243	.096	.296	3.451	.009	.986	1.143

a. Dependent Variable: Y

Based on the results of the t-test, it shows that:

- The product quality variable based on the t-test can be explained by the results that product quality has a significance value of $0.000 < 0.05$. Based on this, hypothesis 1 is accepted, which means that product quality has a significant effect on Telkomsel Provider Customer Satisfaction.
- The price variable based on the t-test can be explained by the results that the price has a significance value of $0.039 < 0.05$. Based on this, hypothesis 2 is accepted, which means that price has a significant effect on Telkomsel Provider Customer Satisfaction.
- The brand trust variable based on the t-test can be explained by the results that brand trust has a significance value of $0.015 < 0.05$. Based on this, hypothesis 3 is accepted, which means that brand trust has a significant effect on Telkomsel Provider Customer Satisfaction.
- The product innovation variable based on the t-test can be explained by the results that product innovation has a significance value of $0.009 < 0.05$. Based on this, hypothesis 4 is accepted, which means that product innovation has a significant effect on Telkomsel Provider Customer Satisfaction.

Discussion

Product quality has a significant influence on Telkomsel Provider Customer Satisfaction.

The results of this study indicate that product quality has a significant effect on Telkomsel Provider Customer Satisfaction. This means that there is a significant effect of product quality on customer satisfaction. Therefore, in facing increasingly tight competition. Telkomsel needs to pay attention to the quality of its products in order to survive in the ever-growing competition. Telkomsel not only tries to fulfill everything that is in accordance with customer expectations but must be able to fulfill everything that exceeds customer expectations continuously. Customers will be satisfied with Telkomsel products and it will be difficult to switch to competing products and the variety of products and features provided to customers.

The results of this study support the results of the previous study.(Ibrahim & Thawil, 2019),(Bali, 2022)And(Novia et al., 2024)found that product quality has a positive and significant effect on customer satisfaction. However, this is different from the research results

(Asti & Ayuningtyas, 2020) and (Mariansyah & Syarif, 2020) found that product quality did not have a significant effect on consumer satisfaction.

Price has a significant effect on Telkomsel Provider Customer Satisfaction.

The results of this study indicate that price has a significant effect on Telkomsel Provider Customer Satisfaction. This means that there is a significant influence of price on Telkomsel prepaid card customer satisfaction. This shows that the price set by Telkomsel simpati can be competitive with other competitors and consumers also feel that the costs incurred are in accordance with the benefits obtained.

The results of this study support research conducted by (Anggraini & Budiarti, 2020), (Purwanto, 2020) and (Mariansyah & Syarif, 2020) found that price has a significant effect on customer satisfaction. However, this is different from the research results (Bansaleng et al., 2021) found that price had no significant effect on customer satisfaction.

Brand Trust has a significant influence on Telkomsel Provider Customer Satisfaction.

The results of this study indicate that brand trust has a significant effect on Telkomsel Provider Customer satisfaction. This means that customers who have full trust in a particular product brand will increase consumer satisfaction. This shows that the higher the customer trust in a product brand, the higher the level of loyalty to the product. Brand trust can be conceptualized as the average consumer's desire to rely on the brand's ability to demonstrate its function.

The results of this study support the results of the previous study. (Nurhayati, 2020), (Febriani et al., 2022) and (Rahmawati & Hasan, 2023) found that brand trust has a significant effect on customer satisfaction. Corporate marketers can increase brand trust in customers through customers' emotional and rational commitment to their brands.

Product innovation has a significant influence on Telkomsel Provider Customer Satisfaction.

The results of this study indicate that product innovation have a significant impact on Customer satisfaction of Telkomsel Provider. This means that the better the product innovation offered by Telkomsel, the more satisfied customers will be with Telkomsel products. Product innovation as a company's effort to adapt to a changing environment, therefore innovation is one of the mechanisms needed to create a new product, increase the added value of a product that can provide a better solution to solving problems experienced by customers, because innovation can make a product different in the eyes of customers so that customers do not switch to other products. If a company does not innovate or is late in innovating, the products of the company will be abandoned by customers because they are left behind compared to competitors' products.

The results of this study support the research (Fadhli et al., 2021) and (Indriyani et al., 2023) found that product innovation has a significant effect on customer satisfaction. Innovation is very important for the survival of a company, if a company can continue to innovate following the development of the times, then the company will continue to survive and not lose out to competitors.

CONCLUSION

Based on the discussion that has been described about the effects of product quality, price, brand trust and innovation on Telkomsel customer satisfaction in Makassar, it can be concluded as follows: product quality has a positive and significant effect on Telkomsel customer satisfaction in Makassar, meaning that the better the product quality, the greater the increase in customer satisfaction; price has a positive and significant effect on Telkomsel customer satisfaction in Makassar, meaning that the more customers feel that the costs incurred

are in accordance with the benefits obtained, the greater the increase in customer satisfaction; brand trust has a significant effect on Telkomsel Provider Customer satisfaction in Makassar. This means that customers who have full trust in a particular product brand will increase consumer satisfaction; product innovation have a significant impact on Customer satisfaction of Telkomsel Provider in Makassar City. This means that the better the product innovation offered by Telkomsel, the more satisfied customers will be with Telkomsel products.

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