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The Influence of Service Quality, Product Quality, and Price on IndiHome Customer Satisfaction in Salatiga City

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Abstract

PT Telekomunikasi Indonesia is one of the largest service or goods provider companies in Indonesia. PT Telekomunikasi Indonesia, which focuses on the fields of Telecommunication, Information, Media, Edutainment, and Services, which is shortened to (TIMES), prepares products such as Indihome and Wifi.ID to facilitate all Indonesian people. This study aims to analyze Indihome customer satisfaction, especially in the city of Salatiga by using a type of research method using a quantitative approach based on the dimensions of product satisfaction, price quality, service quality, on customer satisfaction. The research data used 113 data and were processed with SPSS software through validity, reliability, descriptive analysis and multiple linear regression. The results showed that the independent variable (X) (X) studied, namely product satisfaction, price quality, service quality had an effect of 73.2%. on the dependent variable (Y), namely customer satisfaction, while the other 26.8% is influenced by other factors outside the variables studied. So it can be concluded that the current Indihome products in terms of product satisfaction, price quality, service quality are very good.

Keywords: Service, Product, Price, Customer Satisfaction

INTRODUCTION

The development of science and technology in the digital era and globalization at this time, especially in the field of telecommunications and information where this condition requires companies to create more creative solutions and innovations in meeting the needs of people in Indonesia. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia in January 2019 has reached 56%. This shows that 56% of the total Indonesian people have been

reached by the internet. (Reska K. Nistanto, 2019) Internet usage has increased rapidly in early January 2021 to reach 202.6 million people. This number increased by 15.5% or equivalent to 27 million people compared to January 2020. Indonesia's population is currently 274.9 million. This means that internet penetration in Indonesia at the beginning of 2021 reached 73.7%. (Andawana & Adi, 2022)

Along with the development of technology that has experienced rapidly growth, especially in terms of the internet, almost the entire population

of Indonesia needs internet facilities, because the role of the internet is very large, ranging from the exchange of information data to access to communication with people living in the world. PT. Telekomunikasi Indonesia, which is currently one of the companies that dominate the telecommunications industry in Indonesia, has a variety of products to pamper the Indonesian people to communicate.

Therefore PT. Telecommunications in Indonesia launched an advanced internet technology, called IndiHome. Products that are the flagship of PT. Telkom IndiHome itself is a new Telkom product that began to be launched in early 2015 as a replacement for Speedy, because as we already know that Telkom management has removed the Speedy Brand and replaced a new Brand, namely IndiHome, which of course with this new product PT. Telkom will provide facilities as well as comfort and customer satisfaction are more guaranteed. (Alimansyah & Dian, 2017)

The high number of internet usage by the public made competition in business in the telecommunications sector increasingly tighter. Every telecommunications company strives to provide maximum service to customers to meet customer needs. This demands one of the largest telecommunications companies, namely PT. Telkom Indonesia to continue to develop products and improve the quality of service to customers so that they can always survive and even excel in increasingly fierce competition. (Dewiani et al., 2019)

Quality services provided by the company are needed to attract purchasing decisions and achieve a level of customer satisfaction. Continuous improvement of service quality is one strategy that can benefit service providers or goods companies and their customers. PT Telekomunikasi Indonesia which focuses on the fields of Telecommunication, Information, Media, Edutainment, and Service which is abbreviated to (TIMES) prepares products such as Indihome and Wifi.ID to facilitate the Salatiga community. Indihome products include tripleplay (3P) services, namely communication and data service packages such as landline (Voice), internet

(Internet on Fiber or High Speed Internet), and interactive television services (Use TV Cable, IPTV). (Marluthy & Halilah, 2019)

There have been several studies that use the same variables as this study. Research conducted by (Luthfia Zein Pettarani et al., 2019) found that service quality variables have a positive and significant effect on customer satisfaction. In addition, research conducted by (Marluthy & Halilah, 2019) found that there is a positive and significant influence of service quality on customer satisfaction.

According to (Hudatama & Ngatno, 2023) the acquisition of new customers obtained by PT. Telkom Indonesia Witel Semarang tends to decrease during the last four periods. It is possible that the promotion carried out did not give much impression regarding the product, so many people were reluctant to use Indihome. Based on the background above, to find out the level of Indihome customer satisfaction in Salatiga City based on the influence of service quality, products and prices. The results of this research are expected to contribute to the development of products and services in accordance with customer characteristics.

This research is also expected to be useful for PT Telkom Indonesia, especially indihome customers to find out more about the effect of service quality on customer satisfaction.

METHODS

The number of populations in this study is needed by customers who still use to IndiHome in Salatiga City. The number of samples to be taken is 113 people. The questionnaire was made with questions using a scale (1-5) that had a preference level of answers for each score of 1 to 5 with the following details: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). This type of research uses a quantitative approach. Data analysis technique using SPSS, relevant approach with the aim of this study is to see the influence and relationship between the independent variable and the dependent variable which is analyzed by the regression methods. Previously these variables were descriptive first. This type of research is a survey research to

collect data on factors related to research variables using questionnaires with Likert scales (Luthfia Zein Pettarani et al., 2019) The data source in this study is primary data, the primary data source is a data source that

directly provides data to the data collector. (Lnu, 2020) In this study, primary data was obtained from the results of filling out questionnaires conducted by respondents of Indihome Salatiga users.

Table 1. Research instruments

Category	Indicators
Product Quality	1. The quality of the product shape is good
	2. The features offered I really get as customer, advertising and promotion according to reality
	3. The durability of Indihome in my opinion is good, resistant to weather disturbances or others
	4. Internet speed offeres in accordance with advertisements and promotions
Price	5. The price is relative economical for customers, both new or old
	6. Promo price as billed, no change
	7. There are discount from Indihome packages at certain times or certain promo
	8. From the payment method, it is not difficult to pay bills can be paid through ATM's, M-Banking, or others online payments.
	9. For new customers or have experienced it for exiting customers, when joining Indihome there are special price or special offers.
Quality of Service	10. Is Indihome responsive in responding to customer complaints?
	11. Do Indihome employees provide a clear explanation about the product packages offered?
	12. Does Indihome's service make you more confident to remain a customer?
	13. Do Indihome employees communicate any obstacles/improvements/changes made by Indihome?
	14. Does Indihome respond well to every customer complaint?
Customer Satisfaction	15. Indihome's facilities and infrastructure (including employees, tools) show Indihome is a company you can trust?
	16. Customer expectations of Indihome have been fulfilled both product quality, price and service
	17. Become a loyal customer of Indihome products even though various positive and negative things have been experienced
	18. In total, I am satisfied with everything Indihome has to offer

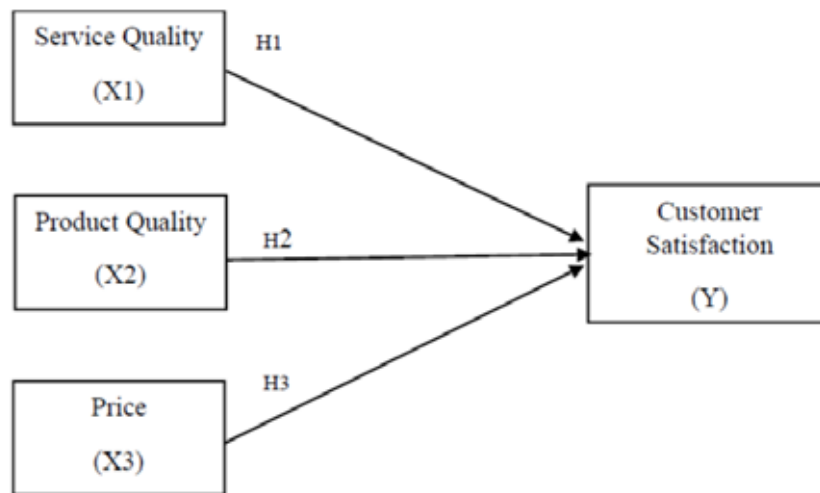


Figure 2. Research Framework

Based on the research framework above, the hypothesis is known:

H1 : There is a significant influence between Service Quality and customer satisfaction

H2 : There is a significant influence between Product Quality and customer satisfaction

H3 : There is a significant influence between price and customer satisfaction

A hypothesis is an opinion or conclusion that is still temporary, not really a thesis (Muhsinin & Rahmawati, 2020)

Based on table 2 above, the respondents used as research material are customers in the city of Salatiga. In the process of data collection using primary data through filling out online questionnaires. The data collection phase will be carried out starting from November 2022. Then it was found that the number of respondents who used indihome services with a subscription length of more than 1 year was 85 respondents (75.2%) and the rest with a subscription of less than 1 year with a total of 28 respondents (24.8%).

RESULTS

Profile Respondents

Table 2. Respondent profile

Variable	Number of Respondents	Percentage
Live in the City of Salatiga	113	100%
More than 1 Year	85	75,2%
Less than 1 Year	28	24,8%

Source: SPSS, 2022.

Validity Test

A validity test is a test used to show the extent to which a measuring instrument is used in measuring what is being measured (Noor Wahyuni, 2014). The validity test is carried out with a correlation technique, which looks at the value of the r-count correlation, this value is compared to the r-table value, where a measuring instrument is said to be valid if the r-count correlation > r-table (Rohman & Kurniawan, 2017). In this study using a significance of 5% and the number of samples 113 (N = 113) obtained

the r-table value was 0.195. The following is a correlation table and the results of the analysis of the validity of measuring instruments of each variable.

Reability Test

Reliability tests are conducted by checking Cronbach's Alpha values as a rule of thumb, Cronbach's Alpha values above 0.7 ($\alpha \geq 0.7$) then reliable (N. Elangovan, 2013). As can be seen in the chart of Table 4. Which means that all question variables on the questionnaire are reliable and worthy as instruments in research.

Table 3. Validity Test

Variable	Indicator	Pearson Correlation	Tabel-r Value	Signifikasi	Noted
	KP1	0,834	0, 195	0,000	
	KP2	0,808	0, 195	0,000	
	KP3	0,834	0, 195	0,000	
	KP4	0,843	0, 195	0,000	
	KH1	0,719	0, 195	0,000	
	KH2	0,790	0, 195	0,000	
	KH3	0,757	0, 195	0,000	
	KH4	0,650	0, 195	0,000	
	KH5	0,796	0, 195	0,000	
	KL1	0,801	0, 195	0,000	
	KL2	0,783	0, 195	0,000	
	KL3	0,837	0, 195	0,000	
	KL4	0,823	0, 195	0,000	
	KL5	0,808	0, 195	0,000	
	KL6	0,761	0, 195	0,000	
	KPP1	0,899	0, 195	0,000	
	KPP2	0,861	0, 195	0,000	
	KPP3	0,848	0, 195	0,000	

Source: SPSS, 2022.

Table 4. Reability tests

Variable	Cronbach's Alpha	Tabel-r Value	Noted
KP	0,840	0, 195	Reliable
KH	0,796	0, 195	Reliable
KL	0,887	0, 195	Reliable
KPP	0,838	0, 195	Reliable

Source: SPSS, 2022.

Based on table 4 above, the results of the reliability test are known that all respondents' answers through questionnaires have met the reliability test standard where the Cronbach Alpha value for all questions is greater than the Table R Value so that it can be said that all question items are declared reliable.

Descriptive Statistical Analysis

Descriptive Statistical Analysis is statistics whose level of work includes ways to collect, compile, or organize, process, present, and analyze numerical data, in order to provide an orderly, concise, and clear picture of a phenomenon, event, or condition (Sholikhah, 2016). The stage to process and present data to obtain information.

Based on table 5. The amount of data processed is all 113 which is indicated by the value of N. The Range column shows the range of each variable. The minimum column represents the minimum value of each variable and the maximum column indicates its maximum value. The mean is the average of each variable. Std.Deviation shows the standard deviation of each variable (Nasution, 2017).

Multiple Linear Regression Test

Multiple linear regression test is an equation model that explains the relationship of one non-free variable / response (Y) with two or more independent variables or predictors (X1, X2. Xn). The purpose of multiple linear regression tests

Table 5. Analysis descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	113	7.00	20.00	14.6637	3.12710
Price	113	9.00	25.00	19.3451	3.40370
Service Quality	113	12.00	30.00	22.4336	4.26965
Customer Satisfaction	113	4.00	15.00	11.1593	2.35496
Valid N (listwise)	113				

Source: SPSS, 2022.

is to predict the value of the non-free variable or response (Y) if the values of the independent variable or predictor (X1, X2,.. Xn) is known. In addition, it is also to be able to find out how the direction of the relationship between non-free variables and their independent variables (Yuliara, 2016)

Coefficients (T test)

This test in multiple regression is used to determine whether the regression model of the independent variable partially has a significant effect on the dependent variable (Mardiatmoko, 2020).

Based on Table 6, it explains that there is no influence between the variables of product satisfaction, price quality, service quality, on customer satisfaction.

Formula of the regression equation: $Y = a + b1.x1 + b2.x2 + b3.x3$

$Y = -0,176 + 0,208 \text{ Product Quality} + 0,097 \text{ Price Quality} + 0,286 \text{ Service Quality}$

Based on the regression coefficient formula, it can be seen that, if the value of b1 is the value

of the regression coefficient X1 of 0.208, it shows that the system quality variable (X1) has a positive influence on user satisfaction (Y). Which means that every increase of 1 unit of system quality variable (X1) will affect user satisfaction (Y) by -0.176. Then, if the value of b2 is the value of the regression coefficient X2 of 0.097, it shows that the information quality variable (X2) has a positive influence on user satisfaction (Y).

Which means that every increase of 1 unit of information quality variable (X2) affects user satisfaction (Y) by 0.097. Then, if the value of b3 is the value of the regression coefficient X3 of 0.286, it shows that the information quality variable (X3) has a positive influence on user satisfaction (Y). Which means that every increase of 1 unit of information quality variable (X3) affects user satisfaction (Y) by 0.286.

Anova (F test)

This test is used to determine whether the independent variables together have a significant effect on the dependent variable (Mardiatmoko, 2020).

Table 6. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-.176	.709		-.248	.805		
Product Quality	.208	.061	.277	3.428	.001	.377	2.650
Price	.097	.051	.140	1.903	.060	.457	2.188
Service Quality	.286	.044	.518	6.497	.000	.387	2.581

a. Dependent Variable: Customer Satisfaction
Source: SPSS, 2022.

Table 7. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	454.448	3	151.483	99.059	.000 ^b
Residual	166.685	109	1.529		
Total	621.133	112			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality, Price, Product Quality
Source: SPSS, 2022.

Based on table 8 above, it can be seen that the F test results show the sig value. is 0.000. Then because of the sig value. 0.000 is less than 0.05, thus the hypothesis is accepted that product satisfaction (X1), price quality (X2) and service quality (X3) together (simultaneously) have an influence on customer satisfaction. Furthermore, it is known that the calculated F value is 99.059 and the table F is 3.71. Because the calculated F value is greater than the table F, it can be known or concluded that the hypothesis of acceptance or product satisfaction (X1), price quality (X2) and service quality (X3) together have an influence on customer satisfaction. Coefficient of Determination (R Square)

Determination analysis is a measure that shows how much variable X contributes to variable Y. This analysis is used to determine the percentage of contribution of the influence of the independent variable simultaneously to the dependent variable (Mardiatmoko, 2020).

that the Sig. value for the effect of Price Quality on customer satisfaction is $0.60 > 0.05$ and the calculated t value of $1.903 < 1.984$, so it can be concluded that H2 is rejected which means there is no effect of Price Quality on customer satisfaction.

Third Hypothesis (H3)

Based on the results of the study, it can be seen that the value of Sig. for the effect of Service Quality on customer satisfaction is $0.000 < 0.05$ and the calculated t value is $6.497 > t$ table 1.984, so it can be concluded that H3 is accepted which means there is an influence of Service Quality on customer satisfaction.

CONCLUSION

From the results of the research obtained, it is known that product satisfaction has a significant influence on customer satisfaction. This means that if the level of customer satisfaction of

Table 7. ANOVA^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.724	1.23662

a. Predictors: (Constant), Kualitas Layanan, Kealitas Harga, Kepuasan Produk

b. Dependent Variable: Kepuasan Pelanggan

Source: SPSS, 2022.

Based on table 8 above, it can be known that the R-Square value of 0.732, this means that the influence of product satisfaction, price quality and service quality variables simultaneously on customer satisfaction variables is 73.2%.

DISCUSSION

First Hypothesis Testing (H1)

Based on the results of the study, it can be seen that the Sig. value for the effect of product satisfaction on customer satisfaction is $0.001 < 0.05$ and the t value is calculated at $3.428 > 1.984$, so it can be concluded that H1 is accepted which means there is an influence of product satisfaction on customer satisfaction.

Testing the Second Hypothesis (H2)

Based on the results of the study, it can be seen

Indihome Salatiga city is very noticed and has been fulfilled, it will make customers feel satisfied in subscribing to Indihome.

From the results of the study, it is known that the quality of the price has no influence on customer satisfaction. This means that the cheapness or high cost of Indihome products does not affect customers too much. And the quality of service has a significant influence on customer satisfaction. From research, it is known that the quality of service is highly considered by Indihome customers in the city of Salatiga.

Thus, it can be concluded that Indihome customers in Salatiga City attach great importance to good service quality and commensurate product quality in subscribing at prices that match what they get. This can be seen from the results of research and data processing that has been

obtained how customer satisfaction, price quality, and service quality greatly support and affect customer satisfaction.

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