



The Effect of Service Quality on Customer Satisfaction on PT. Telkom Indonesia Tbk. Padang

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ABSTRACT

This study aims to determine the effect of service quality on customer satisfaction at PT. Telekomunikasi Indonesia, Tbk Padang. The data collection methods used in this research are field research and library research. Methods of data analysis in this study using simple regression. The population in this study was 40,013 consumers with a sample of 100 consumers. Based on the results of the analysis and discussion, it was found that the Service Quality variable (X) has a significant positive effect on Customer Satisfaction (Y) PT. Telekomunikasi Indonesia, Tbk Padang, it can be concluded that the variable service quality has a significant effect on customer satisfaction because the t value of the service quality variable is 5.714, which is greater than the t table value of 1.98447. So that t count > t table and the calculated sig value obtained is equal to 0.000 < 0.05 so Ho is rejected Ha accepted.

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ABSTRAK

Kata Kunci:

Quality of Service,
Customer Satisfaction

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Telekomunikasi Indonesia, Tbk Padang. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu dengan menggunakan riset lapangan dan riset pustaka. Metode analisis data dalam penelitian ini menggunakan regresi sederhana. Populasi dalam penelitian ini ada 40.013 konsumen dengan sampel sebanyak 100 konsumen. Berdasarkan hasil analisis dan pembahasan, didapatkan variabel Kualitas Pelayanan (X) berpengaruh positif signifikan terhadap Kepuasan Konsumen (Y) PT. Telekomunikasi Indonesia, TBK Padang, maka dapat ditarik kesimpulan bahwa variabel kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen karena nilai t hitung dari variabel kualitas pelayanan adalah sebesar 5.714 yang nilainya lebih besar dari nilai t tabel sebesar 1.98447. Sehingga t hitung > t tabel dan nilai sig perhitungan yang diperoleh adalah sebesar 0,000 < 0,05 jadi Ho ditolak Ha diterima.

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INTRODUCTION

In the time of globalization, as it is today or the time we are more familiar with free trade, a company both engaged in the service business and the manufacturing business must be ready and responsive in the face of intense and fierce competition in doing business with its competitors. Therefore, the need for special attention and strategy in satisfying consumers is very important so that the needs and desires of consumers can be achieved as well as possible from competitors or business competitors who are also especially equally grabbing the market and attracting the hearts of consumers.

According to Susi (2018:181), Consumer satisfaction is the level of feeling of the consumer after comparing what he received and his expectations. Consumer expectations are believed to have a big role in determining satisfaction. Therefore, companies must be proactive and also sensitive in reading the situation of the wants or needs of consumers who are very diverse and fast-changing in the current globalization. One of the factors in winning the competition can be seen from the number of consumers who use the products or services offered by the company. The increase in satisfaction levels will increase also the tendency of consumers to re-buy products offered by the company. For this reason, the company must be able to provide satisfaction to its consumers so that its consumers want to return to use the products offered by the company. If the consumer has been satisfied, it will create a good cooperative relationship between the consumer and the company. This will be very profitable for the company.

Along with the increasing lifestyle of increasingly modern society, Primary needs no longer consist of shelter, clothing, and food, but also basic needs of services that will help to save time and provide information quickly and easily. One form of business needs of basic services is a means in the field of communication, therefore companies engaged in telecommunications are highly required to provide services to their consumers as best as possible, and one example of a company engaged in telecommunications is PT. Telekomunikasi Indonesia, Tbk (PT. Telkom). PT. Telkom itself is the first and largest telecommunications service provider in Indonesia. For that PT. Telkom will always strive to give the best to its customers. One of Telkom's products that have long been known to the public is a fixed phone product or PSTN (Public Switched Telephone Network).

Being a company that excels in the implementation of Telecommunications, Information, Media, Edutainment and Services ("TIMES") in the regional region is a vision carried by PT. Telkom which until now is still its commitment in the face of competition. Although on the way always meet new competitors who have their advantages, PT. Telkom continues to innovate by launching various service products. PT. Telkom also has a mission to provide high-quality TIMES services at competitive prices and become the best corporate management model in Indonesia. This mission means that PT. Telkom strives to manage its business by implementing the best programs, optimizing superior human resources, using competitive technology, and building partnerships that benefit both parties while supporting each other synergistically. Provide services by providing the best quality and competitive prices. If the company already knows and understands the desires of consumers, then the company can easily understand the will or expectations of consumers in the future because factors that affect consumer satisfaction, namely good service provided to consumers with a good level of satisfaction can provide benefits for the company PT. Telkom Indonesia TBK.

Indonesia Digital HOME (abbreviated Indihome) is one of the service products of PT Telekomunikasi Indonesia in the form of communication and data service packages such as home telephones (*voice*), [internet](#) (*InternationFiber or High-Speed Internet*), and Interactive television services ([USeeTV](#) Cable, IP TV). Because of this offer, Telkom labels Indihome as three services in one package (3-in-1) because, in addition to the internet, consumers also get pay-TV shows and phone lines. The problem is often PT. Telkom faces is a less stable internet signal in certain areas that causes slow connections to obtain data needed by consumers. Here are the various complaints received by PT. Telkom related to Indihome services during 2015 - 2019.

Table 1. Consumer Complaints Indihome PT. Telkom Padang (person)

Jenis Keluhan	Tahun				
	2015	2016	2017	2018	2019
Sinyal Bermasalah	4.790	6.631	5.349	7.003	5.652
Harga Bulanan Tidak Tetap	3.547	7.804	7.521	6.309	6.455
Kedatangan Teknisi Lambat	1.682	1.547	1.635	1.924	1.703
Siaran TV Kabel PutusPutus	1.007	2.453	2.171	1.682	1.430
Keluhan Lainnya	609	507	358	610	382
Jumlah Keluhan	11.635	18.942	17.034	17.528	15.622

Source: PT. Telkom Padang (2020)

From Table 1 it can be seen that consumers who complained of problematic signals were highest in 2018 as many as 7,003 consumers. Consumers who complained that monthly prices did not remain the highest in 2016 as many as 7,804 consumers. Consumers who complained of the arrival of technicians slowest in 2018 as many as 1,924 consumers. Consumers who complained about intermittent cable TV broadcasts were highest in 2016 at 2,453 consumers. Consumers who submitted other complaints were highest in 2018 as many as 610 consumers. To this day, PT. Telkom continues to innovate and strive to meet all the needs of Indihome consumers so that there are no more similar complaints in the future. Here is the development of the number of consumers indihome PT. Telkom Padang for the last five years from 2015 - 2019 You can see in the table below:

Table 2. The number of Indihome Consumers PT. Telkom Padang (person)

Year	Number of consumers
2015	42.507
2016	41.713
2017	37.042
2018	39.525
2019	40.013

Source: PT. Telkom Padang (2020)

Table 2 shows that the development of Indihome pt. Telkom Padang is fluctuating but tends to decrease. In 2015 Indihome's customers totaled 42,507 people but in 2016 it declined to 41,713 and again fell in 2017 to 37,042. In 2018 Indihome consumers increased to 39,525 people and in 2019 increased to 40,013. Although Indihome consumers have increased over the past 2 years, they have not been able to beat the achievement in 2015. Which means Indihome PT. Telkom Padang is experiencing a decline in consumers. This is allegedly due to the increasing number of service providers, especially fellow internet providers who promise the stability of internet connection.

The billing and promo shuttle facilities are attractive to their customers, so some Indihome customers switch providers. Consumers who switch providers often want to try the provider's services and compare with Indihome services that make Indihome also have to compete more fiercely in it. This situation makes PT. Telkom Padang must be more initiative in marketing their products and provide the best quality of service to all consumers and all prospective consumers of PT. Telkom Padang.

According to Mauludin (2013: 67), the quality of service is how far the difference between reality and consumer expectations of the subscriptions they receive. The quality of service has a very close relationship with consumer satisfaction. The quality of service is one of the determining factors in the development of the company. Good quality of service encourages consumers to establish a strong relationship with the company. In the long run, such a tie-up allows companies to carefully understand consumer expectations as well as their needs. Alertness, friendliness, and good communication become some of the important keys to supporting consumer satisfaction. Consumer satisfaction is a significant

determination of repeat purchases, positive word-of-mouth information, and consumer loyalty. Consumer satisfaction is influenced by the perception of services provided by product providers. Thus, the company should be able to increase consumer satisfaction where the company maximizes a pleasant consumer experience and minimizes less pleasant consumers.

Maximum service can provide a boost to consumers to establish a strong relationship with the company that owns the service. Such a bond allows PT. Telkom Padang to understand the needs of its consumers. Thus, PT. Telkom Padang can increase customer satisfaction and minimize the less pleasant consumer experience. PT. Telkom Padang is fully responsible for the needs of consumers for speed of access in obtaining the information needed, including related to existing services.

Based on the description above, the author is interested in researching the effect of quality of service on consumer satisfaction in PT. Telekomunikasi Indonesia, Tbk Padang. This became the background in researching with the title "The Effect of Service Quality on Consumer Satisfaction in Indihome PT. Telekomunikasi Indonesia, Tbk Padang".

LITERATURE REVIEW

Service Quality

Quality as interpreted by ISO 9000 is a combination of properties and characteristics that determines the extent to which output can meet the requirements of consumer needs which includes the quality of services provided. The consumer determines and assesses how far those traits and characteristics meet their needs. According to (Jain & Gupta, 2004; Jelena, 2010; Kumar et al., 2018; Kursunluoglu Yarimoglu, 2014) the service quality is a measure of how well the level of service provided can match consumer expectations. According to the service, quality is the level of excellence expected and control over those advantages to meet the desires of consumers. According to Mauludin (2013: 67), the quality of service is how far the difference between reality and consumer expectations for the subscriptions they receive.

Based on the above understanding it can be concluded that the quality of service is an economic activity whose output is not a consumer product, along with production time and provides added value (such as enjoyment, entertainment, leisure) is intangible and if the services received by consumers are by the expected, then the quality of service is perceived as good (ideal), and vice versa, if the service received, is lower than expected by consumers, Then the quality of service will be perceived as bad (less than ideal) so that the needs and desires of consumers feel unmet.

Two main factors affect the quality of services, namely expected service and perceived service or quality of services expected and quality of services received or felt. If the services are received or felt by expected, then the quality of services is perceived as good and satisfactory. Conversely, if the services received are lower than expected then the quality of the service is perceived as poor quality. Quality must start with the needs of consumers and end in consumer perception. The quality of service encourages consumers to establish strong relationships with service providers or agencies. This good relationship will allow service agencies to carefully understand consumer expectations and their needs.

According to Garvin quoted by Tjiptono (2014: 63) stated that "There are five perspectives on quality, one of which is that quality is seen depending on the person who judges it so that the product that most satisfies one's preferences is the highest quality product". Quality has become the hope and dreams for every consumer of a product he buys. Consumers in their daily use of products both tangible and intangible (services) will not be separated from the good quality expected by consumers. A marketer must understand the wants and needs of consumers, then try to fulfill them to increase sales. Good quality will be able to add satisfaction for consumers to the products they buy. If the consumer gets good quality every time he buys the product he needs, then there is a high possibility that the consumer makes repeated purchases and this will be very profitable for the company.

Service and service companies place more emphasis on the quality of the process, as consumers are usually directly involved in the process. While companies that produce products put more emphasis on results because consumers are generally not directly involved in the process. A quality management system can assure consumers that the product is produced by a quality process.

Consumer Satisfaction

Consumer satisfaction is a very important thing for a company and is the company's pleasure in conducting marketing activities. Companies that strive to achieve their goals to earn profits and maintain their survival, then consumer satisfaction must be considered and should not be ignored. According to (Abdullah, 2016; Amstrong, 2012; Kotler & Keller, 2009) consumer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing his or her expected performance or results. According to Tjiptono (2014: 81), consumer satisfaction is the conformity between the performance of the product or service with the expectations of the consumer. According to Daryanto and Setyobudi (2014: 43) (Gallarza & Saura, 2006; Maramis et al., 2018; Nam et al., 2011; Rather, 2019; Yüksel & Yüksel, 2008b, 2008a), consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use are met.

Based on the expert opinion above it can be concluded that consumer satisfaction is a feeling of pleasure or disappointment felt by consumers for the experience obtained from products offered by the company in the hope that the wants and needs can be met.

METHOD

The data collection methods used are field research and literature research. The Data Collection technique used in this study is a questionnaire. This type of data is qualitative data with a primary data source. The population of this study is a consumer of PT. Telekomunikasi Indonesia, Tbk Padang as many as 40,013 people with a sample of 100 people. The Classical Assumption Test used there are 3 (three) namely the normality test, linearity test, and heteroskedasticity test. The data analysis method used is simple linear regression analysis and coefficient of determination. Hypothesis testing methods are tested with a T (partial) test.

RESULTS AND DISCUSSIONS

Characteristics of respondents

Based on the research schedule that researchers conducted from June 10, 2020- June 18, 2020, with accidental sampling techniques, it can be presented as follows:

Table 3. Characteristics of respondents

No	Day	Date	Many respondents (people)
1	Wednesday	10 June 2020	1 – 15
2	Thursday	11 June 2020	0
3	Friday	12 June 2020	16 – 30
4	Monday	15 June 2020	31 – 45
5	Tuesday	16 June 2020	46 – 60
6	Wednesday	17 June 2020	61 – 75
7	Thursday	18 June 2020	76 – 100

Source: Results of Data Processing (2021)

Table 4. Characteristics of Respondents by Gender

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	47	47.0	47.0	47.0
	Woman	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

Source: Results of Data Processing (2021)

Based on Table 4 it is seen that male consumers amounted to 47 people or 47% of the total respondents and female consumers amounted to 53 people or 53% of the total respondents. This is because many consumers take care of the administration of the installation procedure of PT. Telekomunikasi Indonesia, TBK Padang is female.

Table 5. Characteristics of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 28 Year	28	28.0	28.0	28.0
28 – 38 Year	31	31.0	31.0	59.0
38 – 48 Year	26	26.0	26.0	85.0
48 – 58 Year	9	9.0	9.0	94.0
> 58 Year	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Source: Results of Data Processing (2021)

From Table 5 it can be known that the majority of consumers are aged 28 - 38 years with a total of 31 people or 31%. Because most of the consumers use the services of PT. Telekomunikasi Indonesia, TBK Padang is at a productive age.

Table 6 Characteristics of Respondents by Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 2.000.000,-	23	23.0	23.0	23.0
2.000.000,- s.d Rp 6.000.000,-	41	41.0	41.0	64.0
Rp 6.000.000,- s.d Rp10.000.000,-	15	15.0	15.0	79.0
> Rp 10.000.000,-	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Source: Results of Data Processing (2021)

From Table 6 it can be known that consumers use the most pt. Telekomunikasi Indonesia, TBK Padang with an income range of Rp 2,000,000,- s.d Rp 6,000,000,- due to most consumers who use pt. Telekomunikasi Indonesia, Tbk Padang is in employment status as a public and private employee or has his own business.

Table 7. Characteristics of Respondents by Job

	Frequency	Percent	Valid Percent	CumulativePercent
Valid Student	7	7.0	7.0	7.0
Employee	23	23.0	23.0	30.0
Student	14	14.0	14.0	44.0
Private sector employee	19	19.0	19.0	63.0
Civil Servant	11	11.0	11.0	74.0
Businessman	17	17.0	17.0	91.0
Etc	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Source: Results of Data Processing (2021)

From table 7 it can be known that consumers use the most pt. Telekomunikasi Indonesia, Tbk Padang has a job as an employee. This is because most of the consumers use the services of PT. Telekomunikasi Indonesia, Tbk Padang has a job as a private employee who needs products, especially the internet to send job files to their leaders in the company when needed.

Descriptive Analysis

Descriptive analysis is used to find out the value on each question item of each variable, the description of the variable with its description is as follows:

Table 8. Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Quality of Service	100	80.00	117.00	102.3600	7.13155
Consumer Satisfaction	100	53.00	71.00	62.8100	4.77090
Valid N (listwise)	100				

Source: Results of Data Processing.

From table 8 it is seen that the highest service quality value is the overall average service quality value owned by the company of 102.3600 with a standard deviation of 7.13155. For consumer satisfaction, the highest value obtained is 71 while the lowest consumer satisfaction value is 53. If observed as a whole obtained the average value of consumer satisfaction owned by the company of 62.8100 with a standard deviation of 4.77090. It can be concluded that the highest average value is on the service quality variable while the lowest average value is on the consumer satisfaction variable.

Research Instrument Test

Validity Test

Using the help of SPSS software version 24, the instrument validity test, where the validity value can be seen in the CorrectedItem-Total Correlation column. If the correlation number obtained is greater than the critical figure ($r_{\text{calculated}} > r_{\text{table}}$) then the instrument is declared valid. In this study the critical number was $N = 100$ then the critical number for the validity trial in this study was 0.25.

Service Quality Validity Test (X)

The results of the service quality variable (X) validity test can be seen in the table as follows:

Table 9. Service Quality Variable Validity Test Results (X)

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X01	98.2400	46.831	.390	.850
X02	98.2100	47.602	.416	.849
X03	98.3700	46.943	.386	.850
X04	98.2800	48.224	.338	.851
X05	98.3200	46.846	.403	.849
X06	98.4900	46.394	.505	.846
X07	98.3800	48.278	.342	.851
X08	98.1700	46.829	.396	.849
X09	98.2400	47.073	.410	.849
X10	98.3000	47.646	.386	.850
X11	98.2100	46.673	.418	.849
X12	98.3400	48.045	.344	.851
X13	98.3800	46.682	.496	.846
X14	98.2000	47.131	.384	.850
X15	98.2700	45.977	.490	.846
X16	98.1400	46.546	.443	.848
X17	98.2900	47.764	.349	.851
X18	98.3000	46.515	.431	.848
X19	98.1800	47.846	.350	.851
X20	98.2400	47.962	.336	.851
X21	98.1900	47.327	.425	.848
X22	98.2200	46.699	.476	.847
X23	98.2300	47.755	.333	.851
X24	98.2000	47.010	.375	.850
X25	98.2500	46.311	.430	.848

Source: Results of Data Processing (2021)

Based on table 9 all service quality variable questions are declared valid because all Correlation values are above the table r value (0.25), and all statement items can be used for further testing.

Consumer Satisfaction Validity Test (Y)

The results of the validity test of the Consumer Satisfaction variable (Y) can be seen at the table as follows:

Table 10. Validity Test Results on Consumer Satisfaction Variables (Y)

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	58.5700	19.682	.505	.811
Y2	58.5100	19.788	.581	.808
Y3	58.6700	20.143	.432	.816
Y4	58.5900	19.739	.470	.814
Y5	58.7900	20.753	.326	.823
Y6	58.6100	19.816	.518	.811
Y7	58.5900	20.204	.411	.818

Y8	58.6300	19.953	.448	.815
Y9	58.6200	20.420	.329	.824
Y10	58.6900	20.842	.279	.826
Y11	58.5700	19.682	.505	.811
Y12	58.5100	19.788	.581	.808
Y13	58.5900	19.739	.470	.814
Y14	58.7900	20.753	.326	.823
Y15	58.6100	19.816	.518	.811

Source: Results of Data Processing (2021)

Based on Table 10 all consumer satisfaction variable questions are declared valid because all correlation values are above the table r value (0.25), and all statement items can be used for further testing.

Reliability Test

Imam Ghazali (2016: 16) defines reliability as an instrument that is trustworthy enough to be used as a data-gathering tool because it is already good. Using the help of SPSS software, Cronbach's alpha coefficient is a rehabilitation test for alternative answers of more than two. In general, an instrument is said to be reliable if it has Cronbach's Alpha coefficient > 0.25 . Reliability test results can be seen in the following table:

Table 11. Reliability Test

Variabel	CA	N of Items
Kualitas Pelayanan	0.854	25
Kepuasan Konsumen	0.826	15

Source: Results of Data Processing (2021)

From the presentation of the table above, all research variables are declared reliable, where the results of reliability test calculations that each variable shows Cronbach's Alpha is greater than 0.25. This means the entire variable can be used for further data processing.

Classic Assumption Test

Normality Test

It aims to test whether in regression models variables are bound and free variables both have a normal distribution or not. A good regression model is to have a normal or near-normal data distribution. The basis for decision-making in the normality test is that if the significance value is greater than 0.05, this value is taken on the normality test result using SPSS version 24.

Table 12. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	4.13200479
Most Extreme Differences	Absolute	.058
	Positive	.051
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Results of Data Processing (2021)

From Table 12, the residual value of 0.2 is greater than 0.05 from the sample value of 100 which means that the data being tested is the normal distribution.

Heteroskedasticity Test

Heteroskedasticity is tested using the Spearman rank correlation coefficient test, which correlates absolute residual regression results with all free variables. When sig. The obtained is less than 0.05 (5%) then the regression equation contains heteroskedasticity and instead means nonheteroskedasticity or homoscedasticity. The results of the heteroskedasticity test are shown in the following table:

Table 13. Heteroskedasticity Test

Coefficients Model		t	Sig.
1	(Constant)	1.788	.077
	X	-.814	.418

a. Dependent Variable: Abs_RES

Source: Results of Data Processing (2021)

From the calculations contained in the table, it can be known that all variables that qualify for heteroskedasticity tests have a large sig value of 0.05 which means that there is no heteroskedasticity.

Linearity Test

The linearity test aims to see if the specifications of the model used are correct or not. With the linearity test will be obtained information whether the empirical model should be linear, squared, or cubic. The mean value of the variable Y for a combination of X1, X2,....., Xn lies in the linear plane that the regression equation formed. To find out the assumption of linearity can be known with the Anova test (overall F test) if sig. The obtained model is smaller than 0.05, then the model is linear. The result of linearity test in this study can be seen at the following table:

Table 14. Linearity Test

		ANOVA Table					
			Sum of Squares	Df	Mean Square	F	Sig.
Y	Between	(Combined)	975.994	28	34.857	1.937	.013
* X	Groups	Linearity	563.117	1	563.117	31.299	.000
		Deviation from Linearity	412.877	27	15.292	.850	.674
	Within Groups		1277.396	71	17.991		
	Total		2253.390	99			

Source: Results of Data Processing (2021)

From table 14 it can be known that variables X and Y qualify for linearity tests that have a sig value of 0.000 small from 0.05 which means that between the quality of service and consumer satisfaction there is a linear relationship.

Quantitative Analysis

Simple linear regression analysis is used to determine the changes that occur independent variables (Y), dependent variable values based on known independent (X) values. Simple linear regression is based on the functional or causal relationship of one independent variable with one dependent variable. This analysis is to find out the direction of influence between independent variables and dependent variables whether each independent variable has a positive or negative effect.

This analysis is to determine the direction of influence between independent variables and dependent variables whether each independent variable has the power to predict the value of the dependent variable if the value of the independent variable increases or decreases. Simple linear regression equations resulting from data processing are adopted from the table coefficients presented at the following table positive or negative

Table 15. Simple Linier Regression Test

Coefficients ^a		Stan dardized Coefficients				
Model		Unstandardized Coefficients		Beta	t	Sig.
		B	Std. Error			
1	(Constant)	28.578	6.005		4.759	.000
	X	.334	.059	.500	5.714	.000

a. Dependent Variable: Kepuasan_Konsumen

Source: Results of Data Processing (2021)

From Table 15 can be drawn the regression equation as follows:

$$Y = 28.578 + 0.334X$$

1. From the equation, it can be seen that the constant of 28,578 mathematically states that if the value of service quality is equal to zero then the value of consumer satisfaction (Y) is 28,578. In other words, the value of consumer satisfaction pt. Telekomunikasi Indonesia, TBK Padang without quality of service is 28,578.
2. The regression coefficient value of service quality variables is 0.334, meaning that if there is an increase in service quality variables by one unit then consumer satisfaction of PT. Telekomunikasi Indonesia, TBK Padang will increase by 0.334. Koefesien is positive value means that the quality of service variables have a positive effect. The increase in service quality variables increases consumer satisfaction variables.

Determination Analysis

Analysis of the coefficient of determination in simple line regression is used to determine the percentage of the contribution of independent variable influence consisting of quality of service to consumer satisfaction (Y).

Table 16. Coefficient Determinants

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500 ^a	.250	.242	4.15303

A. Predictors: (Constant), Quality Of Service

Source: Results of Data Processing (2021)

From Table 16 the adjusted R Square value is 0.242 or 24.2%, which means that service quality affects customer satisfaction by 24.2% and the rest is influenced by other factors not included in this study.

DISCUSSION

The results showed that there was a significant positive influence among the Service Quality variables on Satisfaction. angka *R Square* sebesar 0,250 atau 25%. This shows that the percentage of independent variable contribution of service quality (X) to consumer satisfaction dependent variable (Y) of 0.250 or 25%, while the remaining 75% is influenced by other variables outside the study such as location, price, environment, and others. Hypothesis Testing (Test t)

Consumer PT. Telecommunications Indonesia, TBK Padang. The Effect of Service Quality on Consumer Satisfaction pt. Telekomunikasi Indonesia, Tbk Padang is indicated by the regression equation $Y = 28,578 + 0.334X$ where the regression coefficient value of service quality variable is 0.334, meaning that if there is an increase in service quality variables by one unit then consumer satisfaction pt. Telekomunikasi Indonesia, Tbk Padang will increase by 0.334 with a constant of 28,578. Koefesien is positive value means that the quality of service variables has a positive effect. The increase in service quality variables increases consumer satisfaction variables. Furthermore, the calculated t value of the service quality variable is 5.714 which is greater than the table's t value of 1.98447. So that t calculates the $> t$ table and the sig value of the calculation obtained is $0.000 < 0.05$ so H_0 rejected H_a accepted. Thus, it can be concluded that the pelay quality variable. Thus, it can be concluded that the quality of service variables has a significant effect on consumer satisfaction.

With a positive influence is expected to be known one way to increase consumer satisfaction is to improve the quality of service. Good quality of service can increase consumer satisfaction because what consumers expect can be fulfilled. The quality of service is needed to influence consumers to remain consumers in PT. Telekomunikasi Indonesia, Tbk Padang and eliminate the desire to move to another place. Consumer satisfaction can bind consumers to keep shopping at PT. Telecommunications Indonesia, TBK Padang. This is by research conducted by (Loke et al., 2018; Lukman et al., 2021; Rahayu et al., 2019; Rita et al., 2019; Shin et al., 2020)

Many things affect the creation of a sense of satisfaction in consumers, one of which is the quality of service with indicators of reliability, responsiveness, assurance, empathy, and physical evidence. If satisfaction has been created it can encourage the creation of convenience shopping somewhere and consumers will be loyal to the selling company of the product. In this case, the quality of service becomes important in increasing consumer satisfaction, if the quality of service is by what is expected by or consumers then consumers will feel satisfied and if the service is below the expected level then consumers will feel less or dissatisfied. Consumers who are dissatisfied with the quality of service provided, by themselves will tell others as a complaint of dissatisfaction. Therefore, the measurement of satisfaction with the services provided by PT. Telekomunikasi Indonesia, Tbk Padang on consumers must always be done to know and plan better strategies in the future and can improve the quality of service to meet the wishes of consumers or consumers.

The results of this study are strengthened by research conducted by Elistya Rimawati (2016) with the title Of Effect of Service Quality on Consumer Satisfaction of STMIK Sinar Nusantara Surakarta which obtained the result that the quality of service has a significant effect on consumer satisfaction of STMIK Sinar Nusantara Surakarta. This is also explained by research conducted by Alfi Syahri Lubis (2017) with the title Of Effect of Service Quality on Consumer Satisfaction pt. Sucofindo Batam obtained the result that the quality of service partially and simultaneously had a positive and significant effect on consumer satisfaction of PT. Sucofindo Batam.

Based on two previous studies conducted by Elistya Rimawati (2016) and Alfi Syahri Lubis (2017) above it can be known that the quality of service that is getting better will cause consumer satisfaction to increase. For that, the company must be able to make its employees provide the best quality of service to consumers so that the company's goal in generating maximum profit will be achieved because the company has a fixed consumer.

CONCLUSIONS

Based on the results of analysis and discussion, the service quality variable (X) has a significant positive effect on consumer satisfaction (Y) of PT. Telekomunikasi Indonesia, Tbk Padang, can be concluded that the service quality variable has a significant effect on consumer satisfaction because the t calculated value of the service quality variable is 5,714 which is greater than the table's t value of 1.98447. So that t calculates the $> t$ table and the sig value of the calculation obtained is $0.000 < 0.05$ so H_0 rejected H_a accepted.

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