

# THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON INDIHOME CUSTOMER SATISFACTION IN BANDAR LAMPUNG CITY

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**Abstract :** *This study aims to analyze the effect of service quality and product quality on Indihome consumer satisfaction. . The level of customer satisfaction with an item or service will reflect the level of success of the company in marketing its products. So that's why this study was conducted which aims to determine whether the quality of service and product quality affect indihome customer satisfaction in the city of Bandar Lampung. The variables used in this study are service quality, product quality and customer satisfaction. This study uses quantitative methods, with a sample of 30 people. The data was collected using a questionnaire method and hypothesis testing in this study using the SmartPLS 3 program.*

**Keywords:** *service quality, product quality, customer satisfaction*

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## INTRODUCTION

In today's era of technological progress, telecommunications plays an important role in people's lives today. With today's technology, one of which is communication technology, which makes humans now able to exchange information remotely with a very fast and efficient time. However, in this era, many telecommunication companies have started to provide Internet Service Provider (ISP) services.

In Indonesia, the use of internet services continues to increase from year to year, plus now the Covid-19 pandemic has forced many people to

start working, attending school, online because they cannot hold meetings in person, according to a survey conducted by APJII (Association of Indonesian Internet Service Providers) to In 2020, the total internet users in Indonesia reached more than 196 million people or about 72% of the total population of Indonesia.

The problem experienced by a service provider company is how to maintain the quality of the speed, the stability of the internet network, so that customers are satisfied with the service, (Armstrong & Kotler, 2013) states that customer satisfaction is a good feeling

that is happy and disappointed from someone who is affected by the performance or results of a product used, compared to expectations or expectations. UKM need to understand these factors. The purchasing decision in this study refers to Priansa, (2017), which states that consumer purchasing decisions are actually a set of a number of decisions on: 1. product type, 2. product form, 3. Brand, 4. Seller, 5. Number of Products, 6. Time of Purchase, 7. Payment method (Rahmat Alfikri, 2021)

It can be said that customer satisfaction is a reference for whether a company is successful or not, the company's success in marketing its products. Customer satisfaction is very dependent on the performance and expectations of a customer.

This research was made based on suggestions from a research conducted by Novianti entitled THE EFFECT OF INTERNET NETWORK QUALITY ON CUSTOMER SATISFACTION INDIHOME PT. TELKOM MASAMBA in 2020, suggests further research to add other variables so that they can influence other factors that affect Indihome customer satisfaction.

The research conducted by Novianti was conducted in a branch of PT. Telkom Masamba, which is in the middle of North Luwu Regency, South Sulawesi Province, based on this research, this research will be conducted at PT.Telkom Indonesia, which is in Lampung province, Bandar Lampung City, to see whether the research will have different results or not.

Based on the results of a research survey conducted regarding the analysis of the service level of Indihome Fadhlun Muttaqin and Rahmat Hidayat Service Satisfaction, a score of 71.3% was obtained. This shows that Indihome is able to provide services that make customers happy and satisfied, but this is inversely proportional to the phenomenon that occurs on social media, which is often viral on Twitter or Facebook, which states that they are not satisfied with Indihome's internet service, due to network signals. the internet is often slow and unstable, which makes users have to restart the router for a few minutes, or even call a technician to come to the house to fix the Indihome signal.

## THEORETICAL STUDY

### 1. Quality of service

One of the things that determine the level of success and quality of a company, according to John Sviokla, is the ability of a company to provide services to consumers or customers. The company's success in providing quality services to its customers, achieving high market share, and increasing company profits is largely determined by the approach used. (Zeithaml et al., 1996)

### 2. Product Quality

According to Kotler and Armstrong (2015: 224) product quality is how a product can have a value that can satisfy customers or consumers both physically and psychologically, which can be seen in the attributes or properties contained in a product. or results.. Jasfar (2009:51), states that product quality is how consumers evaluate products or services that have been used, consumed or felt by a consumer.

### 3. Customer Satisfaction

Satisfaction is a condition where a person's feelings after the person compares the performance of a product

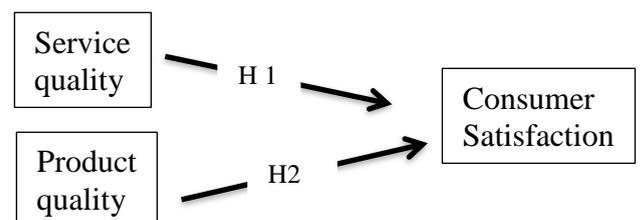
that he has consumed or feels compared to his expectations (Kotler, 2000).

According to (Peter & Olson, 2014) states that customer satisfaction is a very decisive concept in marketing thinking and consumer research. In theory, consumers who are satisfied with a product, service or brand are more likely to continue to buy it and tell others about the pleasant experiences they had with the product or service.

## MANALYSIS AND HYPOTHESES MODEL

### Model Analysis

Referring to the theoretical framework that the author has compiled, an analytical model can be proposed as listed in the following figure:



### Hypothesis

#### 1. The effect of Indihome's service quality on customer satisfaction

Network quality is one of the main drivers of overall service

quality. In Internet Service Provider (ISP) services, customers can assess network quality based on network quality and strength, network signal, number of errors, download and upload speed, and system response time owned by the company. So it is important for ISP service providers to always maintain the quality of the ISP network, poor network quality can affect customer trust and perception (Thaichon & Antonio, 2014).

Indihome's service quality has a significant influence on customers. This is supported by the results of previous research conducted by Novianti with the title "*INFLUENCE OF INTERNET NETWORK QUALITY ON CUSTOMER SATISFACTION INDIHOME PT. TELKOM MASAMBA*", stated that the Quality of the Internet Network has a significant effect on Customer Satisfaction Indihome PT. Telkom Masamba, and research by Lasma Feronika Kristina Br. Simarmata entitled

"*INFLUENCE OF PRODUCT QUALITY AND INDIHOME SERVICE QUALITY ON CONSUMER SATISFACTION*", stated that the quality of Indihome's service to customer satisfaction has a positive and significant effect.

However, research conducted by Marsha Novella Putrid and Arry Widodo with the title "*INFLUENCE OF SERVICE QUALITY ON INDIHOME CUSTOMER SATISFACTION IN THE ANTAPANI AREA, BANDUNG CITY*", confirming that the quality of service provided is not in line with the expectations or expectations of Indihome customers. Furthermore, research conducted by Fani Chairuna with the title "*INFLUENCE PRICE AND QUALITY OF PRODUCTS ON CUSTOMER SATISFACTION OF INDIHOME PRODUCTS FROM PT. TELKOM WITEL MEDAN NORTH SUMATERA*" stated that the quality of the product partially has a positive and significant

effect on customer satisfaction for Indihome products from PT. Telkom Witel Medan to residents of TASBIH 1 and 2. With a significance level of price variable of 0.001 and a significance level of product quality variable of 0.000. This is also in line with research conducted by Ichsan Dwi Armanto entitled "INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION INDIHOME TRIPLE PLAY", which states that service quality has a positive effect on customer satisfaction at PT. Telkom Indonesia Tbk Witel Denpasar. Service quality Indihome has a positive effect on customer satisfaction, the better and better the services provided by Indihome, the consumers will be satisfied and feel at home in using Indihome products for a long time. So based on the description above, the research hypothesis is proposed as follows:

**H1: There is a positive and significant effect between service quality (X1) on**

**Indihome customer satisfaction (Y) at Bandar Lampung Kedaton consumers**

**2 The effect of Indihome product quality on customer satisfaction**

Assauri (2015: 90) says that product quality is the factors contained in an item or result that causes the goods or results to be in accordance with the purpose for which the goods or results are intended. Product quality is an important thing that every company must strive for if they want their products to compete in the market. Nowadays, due to the economic capacity and level of education of the people tend to increase, so that some people are increasingly critical in consuming a product.

The influence of Indihome product quality has a significant positive effect on customer satisfaction, this is supported by previous research conducted by Lasma Feronika Kristina Br. Simarmata entitled "INFLUENCE OF PRODUCT QUALITY AND INDIHOME

## SERVICE QUALITY ON CONSUMER

SATISFACTION”, emphasized that product quality has a positive and significant effect on consumer satisfaction. then the research conducted by Fani Chairuna with the title INFLUENCE “PRICE AND QUALITY OF PRODUCTS ON CUSTOMER SATISFACTION OF INDIHOME PRODUCTS FROM PT. TELKOM WITEL MEDAN NORTH SUMATRA”, stated that there is a positive and significant effect between product quality (X2) on customer satisfaction (Y) this can be seen from the value  $t_{count} > t_{table}$  75 (4.354 > 1.667) with a significance level of  $0.000 < 0.05$ .

However, the research conducted by Handayani Uwais Al-Qarni and Dede Suryana entitled "INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON INDIHOME CUSTOMER SATISFACTION IN CIMAHY CITY", states that product quality has no significant

effect on Indihome customer satisfaction in Cimahi City. Furthermore, the research conducted by Kevin Candra Cung and Mochamad Rizki entitled “The Influence of Product Quality, Service Quality and Customer Value on Consumer Satisfaction of Indihome Users of PT. Telkom Indonesia (Persero) Tbk. In Jakarta”, stated that product quality has a positive and significant influence on consumer satisfaction of Indihome users of PT. Telkom Indonesia (Persero) Tbk. in Jakarta. This proves that product quality factors have a direct role to encourage consumer satisfaction for Indihome PT users. Telkom Indonesia (Persero) Tbk. in Jakarta. This is also in line with research conducted by MAHDI LATIEF DAMSIR entitled "INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CONSUMER LOYALTY INDIHOME SERVICES IN PEKANBARU", said that partially the product quality

variable (X2) had a positive and significant effect on consumer loyalty (Y) towards Indihome services in Pekanbaru.

The quality of Indihome products has a positive effect on customer satisfaction, the higher the quality of Indihome products issued, the more satisfied customers will be and will be more comfortable in using the Indihome products. So based on the description above, the following research hypothesis is proposed:

**H2: There is a positive and significant effect between product quality (X2) on Indihome customer satisfaction (Y) at Bandar Lampung Kedaton consumers**

## **RESEARCH METHOD**

### **Population And Sample**

The object of a study can come from a population or sample from the study. According to Sugiyono (2017: 80) The definition of population is a general area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then

drawn conclusions. The population in this study are indihome customers in Cimahi City.

According to Sugiyono (2017:81) defines the sample is part of the number and characteristics possessed by the population.

From the understanding above, it shows that the sample is part of the subject of a certain part in a population under study, and only a select few are used.

### **Data collection technique**

In terms of methods or data collection techniques carried out by researchers are as follows:

#### a. Questionnaire (Questionnaire)

The questionnaire distributed consists of two parts, the first part is the identity of the respondents and the second part is a question or statement related to product quality, service quality and customer satisfaction. The product quality questionnaire was adapted from Tjiptono (2008:25-26),

#### b. Literature review

Literature study is a method that is carried out by utilizing reference documents that are related to the

research conducted (Sujarweni, 2015: 95).

### Variable Operations

The operational variables in this study are the independent variables (X1)

Service Quality and (X2) Product Quality are variables that are not

influence other variables, while the dependent variable (Y) is consumer satisfaction

is a variable that is influenced by other variables. The definition variable

Its operation can be seen below:

Variable	Operational Definition	Indicator	Scale
Service Quality (X1)	The company's success in providing quality services to its customers, achieving high market share, and increasing company profits is largely determined by the approach used. <b>Sunyoto (2015:288)</b>	1) Tangible (display physique) 2) Reliability (trustworthiness) 3) Responsiveness (responsiveness) 4) Assurance (guarantee) 5) Empathy (concern)	Likert
Product Quality (X2)	How do consumers respond to the goods/services consumed or perceived by consumers? <b>Jasfar (2009:51)</b>	1) Performance (performance) 2) Features (features or additional features) 3) Reliability (reliability) 4) Conference to <i>Specifications</i> (compatibility with specification) 5) Durability (power stand) 6) Serviceability, 7) Esthetics (Aesthetics) 8) Perceived Quality (quality that perceived)	Likert

Consumer Satisfaction (Y)	Customer response to the evaluation of perceived dissatisfaction (disconfirmation) between previous expectations or other performance expectations and the actual performance of the product felt after using it <b>Tjiptono (2008)</b>	1. Feeling satisfied (in the sense of being satisfied with the product and service) 2. Always buy products 3. Will recommend to others 4. Fulfillment of customer expectations after purchasing the product	Likert
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## RESULT AND DISCUSSION

### Validity test

#### Validity Test Results

NO	Variable	Statement	Outer Loading	Valid Criteria	Description
1	Service quality	KPI 1	0.849	0.60	Valid
		KPI 2	0.910	0.60	Valid
		KPI 3	0.877	0.60	Valid
2.	Product quality	KP 1	0.893	0.60	Valid
		KP 2	0.782	0.60	Valid
		KP 3	0.755	0.60	Valid
		KP 4	0.754	0.60	Valid
		KP 5	0.856	0.60	Valid
		KP 6	0.852	0.60	Valid
3.	Customer satisfaction	KPL 1	0.831	0.60	Valid
		KPL 2	0.876	0.60	Valid
		KPL 3	0.863	0.60	Valid

		KPL 4	0.896	0.60	Valid
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Data source: Smart PLS 3 Test Results

Based on the table, test the validity of the product quality variable, there are 2 indicators that are not valid so they must be discarded.

### Reliability Test

#### Reliability Test Results

Variable	Cronbach's Alpha	Reliable Criteria	Description
Service Quality (X1)	0.858	0.70	Reliable
Product Quality (X2)	0.901	0.70	Reliable
Customer Satisfaction (Y)	0.890	0.70	Reliable

Data source: Smart PLS 3 Test Results

Based on the table, test the reliability of each variable, obtained Cronbach's alpha value  $> 0.70$  so that it can be concluded that all statement instruments in this study are reliable.

### Hypothesis testing

#### Original Sample O . Hypothesis Test Results

Variable	Original Sample O	Description
X1 -> Y	0.577	Positive Influence
X2 -> Y	0.344	Positive Influence

#### P Values . Hypothesis Test Results

Variable	P Values	Significance Level	Description
X1 -> Y	0.000	0.05	Significant
X2 -> Y	0.020	0.05	Significant

Data source: Smart PLS 3 Test Results

based onan table, hypothesis testing, each variable X1 and X2 has a significant positive effect on Y, so it can be concluded, Service Quality and Product Quality have a significant

positive effect on customer satisfaction.

## DISCUSSION

The Influence of Service Quality (X1) and Product Quality (X2) on Indihome Customer Satisfaction in Bandar Lampung (Y)

The results of the validity test of the service quality and product quality variables on indihome consumer satisfaction with a valid criterion of 0.60. From the results of testing the validity of each statement from each Outer Loading value variable > Valid Criteria, it can be concluded that the indicators contained in the questionnaire can be declared valid, but there are 2 indicators on the service quality variable that are invalid so they must be discarded.

The results of the reliability test show that the value of cronbach's alpha > Reliable criteria of 0.70 so that it can be concluded that all statement instruments from the variables of internet network quality and indihome customer satisfaction can be declared reliable.

Hasil The Hypothesis Test shows the Original Sample O value is positive, and the P Values < Significance Level,

indicating that H1 and H2 are accepted, so each variable X1 and X2 has a significant positive effect on Y, so it can be concluded, Service Quality and Product Quality have a positive effect significant impact on Indihome Customer Satisfaction in Bandar Lampung City.

This research is in line with research conducted by Lasma Feronika Kristina Br. Simarmata entitled "INFLUENCE OF PRODUCT QUALITY AND INDIHOME SERVICE QUALITY ON CONSUMER SATISFACTION", emphasized that Indihome's service quality has a positive and significant effect on customer satisfaction.

## CLOSING

### Conclusion

Based on research that has been carried out by researchers regarding "The Effect of Service Quality and Product Quality on Indihome Customer Satisfaction in Bandar Lampung City" it can be concluded that Service Quality and Product Quality have a significant positive effect on Indihome Customer Satisfaction in the city of Bandar Lampung. Indihome customer community have a desire to subscribe

to or use Indihome Products based on the quality of service and the quality of Indihome products. That is, the higher the quality of service and product quality provided to the Indihome Customer Community will affect the satisfaction of people who use or have subscribed to Indihome products in the city of Bandar Lampung.

### **Suggestion**

Based on the conclusions above, the suggestions that the authors propose to the parties involved in this research are as follows:

1. In this thesis research, the author only discusses one variable X, namely the Quality of the Internet Network from the customer satisfaction factor. For further researchers should be able to add other variables so that they can better know other factors that affect Indihome customer satisfaction in Bandar Lampung City.
2. Future research is expected to consider the observation period so the number of samples tested will be more and more easily to generalize the results study.

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