



Product Quality, Brand Image and Brand Trust Towards Customer Satisfaction of Telkomsel SIM Card Users in Lubuklinggau City

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Abstract

This study aims to determine the influence of product quality, brand image and brand trust on customer satisfaction of Telkomsel SIM card users in Lubuklinggau city. In this study, data collection was carried out by distributing questionnaires to 80 respondents of Telkomsel customers in Lubuklinggau city using the incidental sampling method to find out respondents' responses to existing variables. The analysis was carried out using the Structural Equation Modeling (SEM) method based on partial least squares (PLS). The results of the analysis show that product quality has a positive and significant effect on telkomsel sim customer satisfaction, brand image has a positive and significant effect on telkomsel sim customer satisfaction. And the brand trust variable has a positive and significant effect on the satisfaction of Telkomsel SIM card handling.

Keywords: Product Quality, Brand Image, Brand Trust, Customer Satisfaction



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INTRODUCTION

In an era that is increasingly advanced and developing, technological progress is accelerating and competition between companies is getting tougher, communication and social flows are urgently needed. Teknologi which is increasingly modern strongly supports the development of telecommunications devices in Indonesia, and the development of technology today greatly facilitates everyone's access to activities to carry out their duties. Nowadays, the development of technology is very helpful for everyone. Over time, competition between companies is increasingly characterized by the large number of well-established companies in the field of micro, small and medium enterprises. If the company does not have a good and correct design, in the future the company will experience delays, it is not easy for the company to develop the company's products that will be marketed among other competitors, then good management is involved in its marketing of a product.

Every company definitely aims to make a profit, so the company must implement good marketing management to achieve a goal to be achieved (profit). The ease for companies to carry out the marketing process of a product is to have good marketing management. In luar, companies must also pay attention to product quality, brand image and brand trust when marketing in a way that suits consumer tastes and becomes its own attraction. Quality products will be easily accepted by the public and the young millennial generation today, because guaranteed quality will bring its own satisfaction to consumers.

The phenomenon related to customer satisfaction is that there are still consumers who are still dissatisfied and are still disappointed with the Telkomsel sim when using it, when calling with other operators, it consumes quite expensive credit and the problem is only receiving additional calls to other operators. The lain phenomenon related to product quality, namely sinyal is affordable only in some areas when entering areas that are quite far from urban areas or far from areas that use listrik (towers) there are still few signals that are not reached and are quite disturbed and limited when used. So regarding the brand image, namely



the brand image of the telkomsel sim card that makes consumer perceptions still different because of the competition between brands and other products, there are doubts felt by consumers who still perceive the product with Iain people. dalam products competition with Iain suppliers.

Based on the explanation of product quality, brand image and brand trust are important factors in providing customer satisfaction. The purpose of the researchers is to examine the effect of Telkomsel's sim card product quality on customer satisfaction in Lubuklinggau City, the influence of Telkomsel's sim card brand image on Lubuklinggau City customer satisfaction and the influence of telkomsel sim card brand trust on Lubuklinggau City customer satisfaction.

Literary Studies

Customer Satisfaction

Customer satisfaction is a person's feeling of pleasure or disappointment that occurs after comparing the performance (results) of the product contained with the expected performance (results). If the product is suitable or better than the consumer expects, the consumer will feel pleasure and satisfaction. Meanwhile, if after consuming the product is not in accordance with expectations, it is clear that consumers are not satisfied with the product (Priansa, 2017). Then According to (Hamdany et al., 2019) customer satisfaction there islah the response of consumers to the satisfaction of needs. Satisfaction there is a kumulative process that represents the overall evaluation of consumers based on all transactions after purchasing and consuming the product at the same time. Consumer satisfaction can also be interpreted as the perception of consumers that their expectations have been met or fulfilled. While according to (Nuristiqomah et al., 2020) Customer satisfaction is the perception that consumers have that their wishes or expectations have been fulfilled when buying and using the product. If the consumer is satisfied, the money that the consumer has will be spent on the products offered by the company, so the company will benefit. In addition, customer satisfaction there is a feeling created by judgments about the experience of buying and using the product. Based on some of these opinions, it can be concluded that customer satisfaction is a feeling of pleasure or disappointment felt by a person based on a comparison between the reality obtained and consumer expectations. If the goods and services purchased by consumers are in accordance with consumer expectations, consumers feel satisfied and vice versa.

Product Quality

According to (Mahmudah & Tiarawati, 2018) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied needs. product quality is a product and service that goes through different stages by considering the value of a product and service without the slightest lack of value of the product and service based on high customer expectations (Rafdi, 2021). Meanwhile, according to (Rahmawati et al., 2020) product quality is the result of evaluation carried out by oleh consumers in order to advance the expected performance of services and goods. Based on some of the opinions above, it can be concluded that product quality is a situation where consumers feel satisfied or suitable for a product and in accordance with their needs must be satisfied.

Brand Image

According to (Zia et al., 2021) brand image can be described as a combination of information and consumer beliefs about a brand. While according to (Sudaryono, 2016) brand image existslah image built in the subconscious of consumers melalui information and expectations expected melalui product or service, a comprehensive approach in building a

brand meliputi brand structure, business and people involved in the product. According to (Aprianto, 2016) brand image exists ialah image as a summation of the image, impressions and beliefs that a person has about an object. Based on the definition above, it can be implied that the brand image is a symbol related to a product or service. brand image there ialah image that is used oleh consumers to analyze a product when they do not have enough knowledge about a product. If there is interest, consumers will choose a known product through experience using the product or based on information obtained from various sources.

Brand Trust

According to (Rahmawati et al., 2020) Brand trust is a psychological tool that describes a set of initial assumptions and includes credibility, goodwill, and integrity inherent in a brand. According to (Priansa, 2017) states that trust is all the knowledge that the consumer has and all the conclusions that the consumer draws about objects, attributes, and benefits. While according to (Aulia et al., 2019) "Brand trust is defined as the consumer's willingness to trust or rely on a brand in a risk situation due to the expectation that the brand in question will deliver positive results". Based on some of the views above, it can be concluded that brand trust exists ialah brand satisfaction, which can be defined as hasil subjective assessment that the alternative brands chosen meet or exceed consumer expectations. Keep the promise there is trust in the relationship marketing industry. When consumers are satisfied with the brand after using the brand, in the same situation, satisfaction with the brand will also be satisfied. When a brand delivers on its promises, consumers are more likely to believe it.

Thinking Framework

The framework of thought in this research can be seen from the following picture:

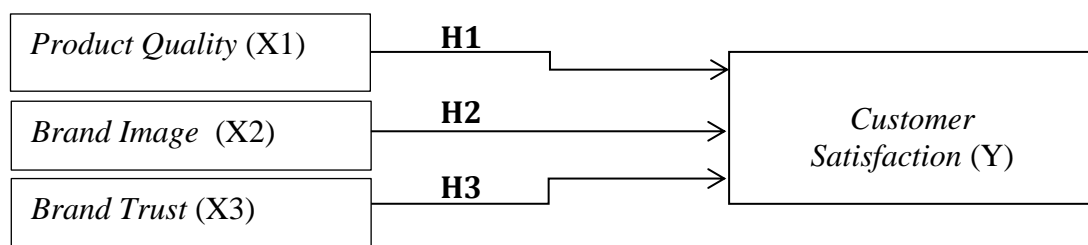


Figure 1. Thinking Framework

HYPOTHESIS

From the literature above, the hypothesis that can be proposed as an answer to this research problem between lain is as follows:

H1 = There is an langsung influence between Product Quality and Customer Satisfaction.

H2 = There is an langsung influence between Brand Image and Customer Satisfaction.

H3 = There is an langsung influence between Brand Trust and Customer Satisfaction.

RESEARCH METHOD

This research was conducted on Telkomsel sim card users in the city of Lubuklinggau, South Sumatra. The population in this study used a population whose exact number is unknown (Sugiyono, 2018). According to (Sugiyono, 2019) Samples are part of the number and characteristics of the population. The sampling technique used in this study is incidental sampling technique, which is a random sampling technique, i.e. anyone who coincidentally/ accidentally encounters a researcher can be used as a sample, if it is believed that the person

who is satisfied is suitable as a data source (Sugiyono, 2019). Participants who have knowledge of the research topic must be able to assess. In this study, the number of indicators is 16, so using the calculation of lima kali indicators, the number of samples needed is 80 people.

Furthermore, researchers use validity tests to determine the ability of research tools to measure what should be measured. The data will be considered valid if the questionnaire statement has the power to be used as a research tool. (Haryono, 2017). Then researchers also use reliability tests used to measure the consistency of measuring instruments in measuring a concept or can also be used to measure the consistency of respondents in answering questions / statements in questionnaires or research tools (Haryono, 2017). The analisis method chosen to analyze the data is a Structural Equation Model (SEM) based on Partial Least Square (PLS).

RESULTS OF RESEARCH AND DISCUSSION

Validity and Realibility Test

The data that has been entered in the model development in SmartPLS is then calculated (executed) to determine validity and reliability, this process can be repeated until the load factor value of all lebih indicators is large from the required validity. 0,70 . while indicators that have a load factor value lower than 0.70 should be omitted to increase the validity and reliability of this model (Haryono, 2017).

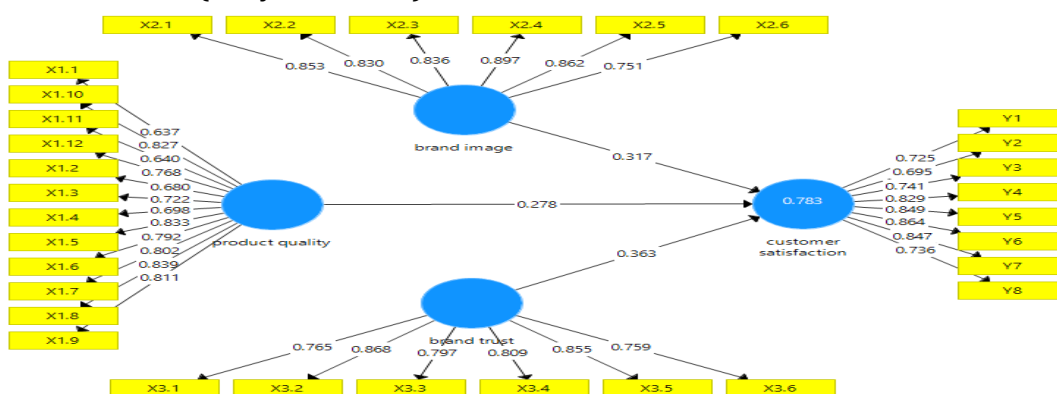


Figure 2. Initial Path Diagram

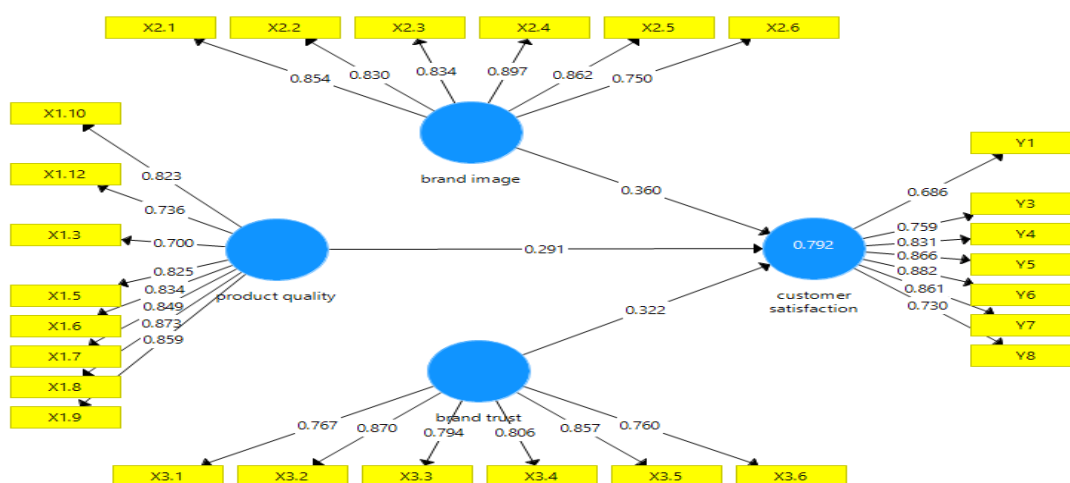


Figure 3. Path Diagram (Second)

Evaluation of the Measurement Model (Outer Model)

Convergent validity aims to determine the validity of the relationship between the indicator and its laten variabel. Convergent validity is known based on load factor values. An

instrument meets the convergent validity test if it has a loading factor value greater than 0.7 (Haryono, 2017).

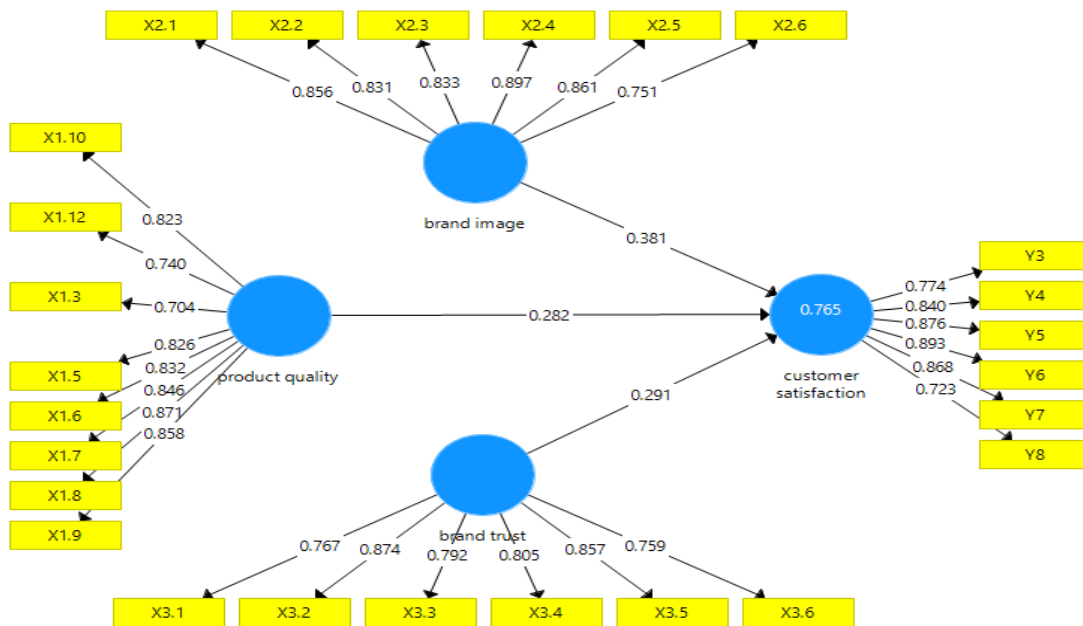


Figure 4. Path Diagram Final

Based on the results of the final stage of SmartPLS implementation, all indicators have a load factor value above the validity requirement of 0.70, so they have met the first requirement for model evaluation validation. the fulfillment of the first condition affects the AVE value of the latent variable where all of them already have a value greater than 0.50. all variables have also met the reliability requirements with values greater than 0.70 to meet the validation requirements of both modes and are ready to proceed to the external model evaluation stage.

Convergent Validity Testing

The test results reported that all indicators that measure the variables of product quality, brand image and brand trust in brands have a large Iebih value of 0.7. Therefore, the indicator is declared valid.

Correlation Test

Based on the correlation measurement, it can be seen that in general the variable indicators of product quality, brand image and brand trust in the brand produce load factor which Iebih is high compared to other variables. Therefore, it can be said that each indicator is capable of measuring the latent variables corresponding to the indicator. Construct reliability calculations use discriminant reliability (AVE), Cronbach's alpha and composite reliability. The calculation results can be seen in the following table:

Table 1. Construct Reliability and Validity

	Croanbach's Alpha	Rho_A	CR	AVE
Brand Image	0.915	0.919	0.934	0.704
Brand Trust	0.895	0.909	0.919	0.656
Customer Satisfaction	0.909	0.915	0.930	0.691
Product Quality	0.927	0.932	0.940	0.663

Source: SmartPLS 3.0 Program Data Output, 2022

Based on Table 1. It is noticed that all search variables have a composite reliability value of alpha and Croanbach Iebih large from 0.70. OIeh therefore, the indicator used in this variabel is said to be reliabel. Although validity uses a mean variance extract (AVE) value with an limit Iebih value greater than 0.50 in Table 1. It can be seen that all variables have a large AVE Iebih of 0.50 (Haryono, 2017). This means that all flag and variables are declared valid.

Table 2. Discriminat Validity

	Brand Image	Brand Trust	Customer Satisfaction	Product Quality
Brand Image	0.839	-	-	-
Brand Trust	0.768	0.810	-	-
Customer Satisfaction	0.825	0.785	0.831	
Product Quality	0.781	0.713	0.787	0.814

Source: SmartPLS 3.0 Program Data Output, 2022

In Table 2, the comparison of root values (AVE) shows that each of these values is large in the correlation between iainnya variables. Thus it can be concluded that all variabel Iaten dalam of this study have a good construct validity and discriminant validity.

Evaluation of the Structural Model (Inner Model)

Evaluation of structural models describes the relationship between the construct, significance value and R-squared of the search model. The PLS structural model in this study was tested by measuring the value of R2 (goodness-of-fit model). The path model in this study was also used to determine the degree of influence of hypothesis testing. The R-squared value can be used to assess the influence of some independent variables on the dependent variable. The estimated value of R-squared can be seen in the following table:

Table 3. R-square

	R-square	Adjusted R-square
Customer Satisfaction	0.765	0.756

Source: SmartPLS 3.0 Program Data Output, 2022

Based on Table 3, it is known that the R-squared nilai for the customer satisfaction variable is 0.765 or 76.5% which can be interpreted as the magnitude of the factors that affect the customer satisfactio sim card Telkomsel in the city of Lubuklinggau. Explained by the factors of product quality, brand image and bran trust. The Goodness fit or GoF index is used to evaluate a simple measurement model for overall model prediction.

Table 4. Goodness of Fit

Item	R-square	Communality
Customer Satisfaction	0.765	0.678
Mean	0.765	0.678
GoF		0.721

Source: SmartPLS 3.0 Program Data Output, 2022

Table 4. indicates that the GoF value is 0.721. so that the model is included in the large criteria (Haryono, 2017).

Hypothesis Testing

Regardless of whether or not the hypothesis is accepted, it must be tested using the bootstrap function in SmartPLS 3.0. Assumptions are accepted when a significant level is less than 0.05 or the value of t exceeds the critical value. The t-statistical value for the significance level of 5% is 1.96 (Haryono, 2017).

Table 5. Path Coefficient

Variable/ Konstruk	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P values	Result
Product Quality> Customer Satisfaction	0.282	0.293	0.118	2.393	0.017	Accepted
Brand Image>Customer Satisfaction	0.381	0.389	0.122	3.129	0.002	Accepted
Brand Trust>Customer Satisfaction	0.291	0.272	0.123	2.373	0.018	Accepted

Source: SmartPLS 3.0 Program Data Output, 2022

From Tabel 5, it can be seen that the original sample value, p-value or t-statistic is used as a reference to make a decision to accept or reject a hypothesis. The hypothesis is acceptable if the statistical value $t_{count} > t_{table}$ or $p\ value < 0.05$ (Haryono, 2017).

H1= Product Quality Affects Customer Satisfaction SIM Card Telkomsel City Lubuklinggau

Nilai t-statistics product quality against customer satisfaction is $2.393 > 1.96$ or it can be seen that $p\text{-value } 0.017 < 0.05$. The original sample was positive at 0.282, indicating that the direction of the relationship between product quality and customer satisfaction was positive, meaning that the first hypothesis was accepted. This research is in line with previous research by (Setyo, 2017), that the variable product quality affects customer satisfaction. The results of this study are in line with the views of (Amelia, 2021), that product quality is the ability of a product to perform its functions, including reliability, durability, accuracy, ease of use, and improved product performance, as well as its valuable lain features. Attributes and product quality are a combination of product features and characteristics. products or services whose ability is satisfactory according to customer needs and desires (Budiastari, 2017). while according to (Fauzyah et al., 2021) Product is a producer's subjective understanding of something offered in an effort to achieve organizational goals by satisfying consumer needs and desires. Customer satisfaction is defined as the perception of pre-purchase and post-purchase performance, confirmation of expectations indicates that the consumer is satisfied when the product performs better than expected, dissatisfied when the consumer's expectations exceed the actual product performance and neutral satisfaction when the product performance is in line with expectations (Upamannyu & Sankpal, 2014). Based on the explanation that has been explained, it can be seen that Telkomsel's sim card product quality is very encouraging for customer satisfaction in the city of Lubuklinggau.

H2= Brand Image Affects the Customer Satisfaction of Telkomsel SIM Card In Lubuklinggau City

The t-statistical value of brand image to customer satisfaction is $3.129 > 1.96$ or can be seen as $p\text{-value } 0.002 < 0.05$. The original sample was 0.381, indicating that the direction of the relationship between brand image and customer satisfaction was positive. Oleh therefore, the second hypothesis is accepted. The results showed that brand image has a positive effect on customer satisfaction. This means that brand image is a set of consumer beliefs about a particular brand, the more positive the consumer response to the brand, the higher the value of the brand in the eyes of consumers because it is believed to have a competitive advantage to survive, compete or even become a market share leader (Kuastianti, 2019). Brand equity



requires a good and positive brand in the eyes of consumers. A positive brand image can increase brand equity as measured by purchase intensity (Firmansyah, 2019; Aprianto, 2022). This research is in line with previous research oleh (Nopriani, 2017), that the brand image variable affects customer satisfaction, as well as research (Rahmawati et al., 2020) which states that brand image has a positive effect on customer satisfaction.

H3= Brand Trust Affects the Customer Satisfaction of Telkomsel SIM Card in Lubuklinggau City

The results showed that brand trust has a positive effect on customer satisfaction. This means that the more trust given by consumers is the image of product equity and the less trust given by consumers is the image of product equity whose quality is low (Putri et al., 2021). Hasil this research is in line with the opinion (Rafdi, 2021) which confirms that brand trust affects customer satisfaction. This research is reinforced by the view (Putri et al., 2021) that direct trust in brand beliefs is also very important. Consumer confidence existsIah all the knowledge that consumers have and all the conclusions that consumers draw about objects, attributes, and benefits. This research agrees with previous research by (Nofriyanti, 2017) that the brand trust variable has a positive effect on customer satisfaction. Thus pula research (Ihsan & Sutedjo, 2022) states that brand trust has a positive effect on customer satisfaction.

CONCLUSION

Based on the results of the study, it can be concluded as follows that quality product has a positive and significant effect on customer satisfaction of Telkomsel sim card users in Lubuklinggau, while brand image has a positive and significant effect on customer satisfaction of Telkomsel sim card users in Lubuklinggau and brand trust has a positive and significant effect on customer satisfaction of Telkomsel sim card users in Lubuklinggau.

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