

THE EFFECT OF SERVICE QUALITY ON INDIHOME CUSTOMER SATISFACTION AT PT. TELKOM AKSES MALANG

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ABSTRACT

This study aims to determine the effect of Service Quality on Indihome Customer Satisfaction at PT. Telkom Access Malang, and how much influence the Service has on Indihome Customer Satisfaction at PT. Telkom Access Malang. The factor tested in this study is service quality as an independent variable. While customer satisfaction as the dependent variable. The research method used in this research is a quantitative descriptive method. The population in this study are IndiHome Malang provider customers. The sampling technique used in this study was purposive sampling, where the sample was selected based on certain considerations with a sample size of 100 people. While the analytical method used in this study is linear and multiple regression analysis at a significance level of 5%. The program used in analyzing the data uses the Statistical Package for Social Sciences (SPSS) Ver. 18.00. The test results show that physical evidence, reliability, responsiveness, assurance and empathy partially and simultaneously have a significant effect on customer satisfaction of IndiHome Malang Providers. The results showed that service quality including physical evidence, reliability, responsiveness, assurance and empathy had an influence on customer loyalty, meaning that to maintain customer loyalty one must pay attention to the 5 service quality factors, one must determine the concept of good service, for example trying to meet needs and wants as well as provide convenience for consumers who enjoy the service. Customer satisfaction with services is the key to success, not only in the short term, but sustainable excellence.

Kata Kunci : Service Quality, Customer Satisfaction

1. INTRODUCTION

Competition in the business world and the service industry is now increasing. The increased competition is marked by the large number and variety of service businesses in the city of Malang, thus requiring entrepreneurs to be more creative and innovative in choosing business opportunities. One of the sectors that is starting to grow and is being established is business in the service sector. This industry is growing rapidly in line with advances in technology needed by society.

Therefore, every service company is obliged to plan, organize, implement and control the quality system in such a way that the service can satisfy its customers. An assessment of service quality was developed by Parasuraman and Zeithaml known as service quality (servqual), which is based on five quality dimensions, namely tangibles, reliability, responsiveness, assurance and empathy.) (Parasuraman, 2012:53).

Good service quality in a company will create satisfaction for its customers. Consumer satisfaction will be fulfilled if the service delivery process from the service provider to the consumer is in accordance with what the consumer perceives. According to Kotler (2015: 52) states that "consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his impression of the performance (outcome) of a product or service and his

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expectations". According to Schnaars (in Tjiptono, 2015: 142), basically the purpose of a business is to create satisfied consumers. Consumer satisfaction is the result of a comparison between expectations and reality received by customers in consuming goods and services. High satisfaction or increased pleasure tends to have a direct impact on customer behavior and attitudes by reducing the level of complaints, increasing trust and repetition of service purchases as well as the occurrence of emotional attachment to the brand, as well as rational preferences so that the result is high customer loyalty. Besides that, the creation of customer loyalty can also form a recommendation and word of mouth that is profitable for the company (Tjiptono, 2015: 156).

This of course can make information and telecommunications service providers compete in providing information and telecommunications services with the best facilities to attract the attention of the Indonesian people. The data is the result of a survey conducted by the Association of Indonesian Internet Service Providers (APJII). The number of internet users in 2017 covered 54.68 percent of Indonesia's total population of 262 million people.

One of PT Telkom's superior internet-based products is indihome. Indihome is an internet access service-based product that provides high-speed internet services using ADSL (Asymmetric Digital Subscriber Line) technology. The price for the wifi package from Indihome is in the range of Rp. 250,000 – Rp. 610,000 per month with a speed of 10mbps-40mbps, while the internet and cable TV packages are priced from Rp. 315,000-Rp. 675,000. However, there are other packages from Indihome that vary in terms of speed (10mbps-100mbps), number of services (cable TV or landline), and price. Research problem in this research are; 1. Does the service quality variable consisting of physical evidence, reliability, responsiveness, assurance, and empathy have a simultaneous effect on Indihome customer satisfaction in Malang City? 2. Does the service quality variable consisting of physical evidence, reliability, responsiveness, assurance, and empathy have a partial effect on Indihome customer satisfaction in Malang City?

2. LITERATURE REVIEW

Service Quality

Service quality or often also called service quality, according to Parasuraman in Soetjipto (2012: 18): "how far is the difference between reality and customer expectations for the service they receive or obtain. Hope is the desire of customers from the services that may be provided by the company.

Fitzsimmons and Fitzsimmons in Soetjipto (2012: 18) argues that: "Service quality can be identified by comparing customers' perceptions of the service they actually receive or obtain with the service they actually expect and want. If the reality is greater than expected, then the service can be said to be of high quality, whereas if the reality is less than expected, then the service can be said to be of low quality, if the reality is the same as expectations, then the service is called satisfactory.

As stated by Ziethaml and Bitner (2012: 7), companies engaged in services are highly dependent on the quality of services provided. Quality of service in the sense of being differentiated first on: "Service is a form of work unit rather than tools and equipment or anything and employees for the provision of accommodation and activities desired by people or the public or the implementation of each task or work for other people"

According to Moekijat (2012: 24) what is meant by service is, "An activity or activity that is tangible or intangible in nature that is carried out to serve consumers by providing goods or services accompanied or without transfer of ownership of goods or services." Actually it is not easy to define quality. correctly, according to Assauri (2012: 321) the notion of quality is, "The

right factors in an item or service that cause the item or service to be suitable for the purpose for which the item or service is intended and intended."

Based on the elements above Tjiptono (2015: 42) defines quality which has a broader scope, namely quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Goetsch and Davis (2012: 32) defines quality in a broader scope, namely quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations.

Customer Satisfaction

a. Definition of Consumer Satisfaction

Consumer satisfaction is the extent to which the benefits of a product are perceived in accordance with what the customer expects (Amir, 2012). Kotler (2012: 89) says that consumer satisfaction is the level of one's feelings after comparing the product performance he feels with his expectations. Consumer satisfaction or dissatisfaction is a response to the evaluation of discrepancies or perceived disconfirmation between previous expectations and the actual performance of the product that is felt after use (Tse and Wilson in Nasution, 2012).

Oliver (in Peter and Olson, 2013: 114) states that customer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by the feelings formed about the consumption experience. Gaspers (in Nasution, 2012:89) says that customer satisfaction depends on consumer perceptions and expectations.

Engel, Roger & Miniard (2012: 321) say that satisfaction is a post-consumption evaluation to choose several alternatives in order to meet expectations. Band (in Nasution, 2012: 98) says that satisfaction is achieved when quality meets and exceeds the expectations, desires and needs of consumers. Conversely, if the quality does not meet and exceed the expectations, desires and needs of consumers, satisfaction will not be achieved. Consumers who are dissatisfied with the goods or services they consume will look for other companies that are able to provide their needs.

b. Factors that influence consumer satisfaction

Lupiyoadi (2012: 142) mentions five main factors that need to be considered in relation to consumer satisfaction, including:

1) Product quality

Consumers will be satisfied if the results of their evaluation show that the products they use are of high quality. A product is said to be of quality for someone, if the product can meet their needs (Montgomery in Lupiyoadi, 2012). There are two product qualities, namely external and internal. One of the product quality from external factors is brand image.

2) Service Quality

Consumers will feel satisfied if they get good service or according to expectations.

3) Emotional

The consumer feels satisfied when people compliment him for using an expensive brand.

4) Price

Products that have the same quality but charge a relatively low price will provide a higher value.

5) Fees

Consumers who do not need to incur additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service.

Service quality is centered on fulfilling customer needs and desires and the accuracy of delivery compensating with customer expectations. In the development to assess the quality of a service in marketing research used a model known as the SERVQUAL model. Parasuraman, Zeithaml, and Berry (Kotler, 2015: 235) determine the five dimensions of service quality

including: physical evidence (tangibles), reliability, responsiveness, assurance, empathy. According to Clow (in Laksanan 2012: 112) the effect of service quality on satisfaction is as follows: if the service provided to customers is as expected, it will provide satisfaction. Thus if the quality of service continues to be improved so as to achieve what is expected by the customer, then the customer will be satisfied. Customers will feel very satisfied if these satisfaction components can be fulfilled completely. Customer satisfaction is very valuable for the bank, so it's no wonder there is always a slogan that the customer is the king, who needs to be served as well as possible. According to Richens (Kasmir 2015) states that customer satisfaction is obtained by providing recommendations or notifying their pleasant experience and is a word of mouth advertisement.

3. RESEARCH METHOD

Hypothesis

Based on the problems studied, the researcher draws a hypothesis as follows:

Whereas the service quality variable consisting of physical evidence, reliability, responsiveness, assurance, and empathy affects the dependent variable, namely customer satisfaction (simultaneously or partially to customer satisfaction Indihome in Malang City.

Ho = Allegedly there is no simultaneous effect of physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction Indihomedi Malang City

Ha = Allegedly there is a simultaneous influence of physical evidence variables, reliability, responsiveness, assurance, and empathy on customer satisfaction Indihomedi Malang City

Ho = Allegedly there is no partial effect of physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction Indihomedi Malang City

Ha = Allegedly there is a partial effect of physical evidence, reliability, responsiveness, assurance, and empathy on Indihome customer satisfaction in Malang City

Population and Sample

1. Population

In an activity both scientific and social in nature, it is necessary to limit the population and the method of taking samples. The population is the entire research object consisting of humans and objects or events as data sources that represent certain characteristics in research (Sugiyono, 2012: 55). In this study, the population was all Indihome customers in Malang City with a total of 8,250 customers.

2. Sample

According to Singarimbun (2012: 155) the sample is part of the population to be investigated and is considered representative or representative and reflects the characteristics of the population. The sampling technique is purposive sampling, where the sample is selected based on certain considerations. The consideration is based on customers who are over 17 years old and have been Indihome regular customers for more than 1 month. The Slovin formula in Umar (2004) obtained the following calculation results:

$$n = \frac{N}{1 + Ne^2}$$

Explanation:

n = Sample size

N = Population size

e = The critical value or desired accuracy limit (percentage of inaccuracy due to sampling error) is 10%.

The minimum sample used in this study is calculated as follows:

$$n = \frac{8250}{1+8250(0.1)^2}$$

n= 98,83 (sample) rounded up to 100 people

So the number of samples used in this study were 100 respondents.

Data Collection Methods

It is a data collection technique that is carried out by giving a set of written statements and questions to respondents to answer, Sugiyono (2013: 142). Data was obtained by giving questionnaires to respondents who used Indihome Malang services during the research time period.

Research Instrument Test

To determine the extent to which research instruments can be trusted, it is necessary to test the validity and reliability.

1. Validity Test

In order to test the items used and to get answers from the expected conditions, a validity test is required. A valid instrument means that the measuring instrument used in the study to obtain data is valid (Arikunto, 2012: 78). Whether or not an instrument is valid can be determined by comparing Pearson's Product Moment correlation index with a significance of 5%. If the probability of the correlation results is less than 0.05, the instrument is declared invalid. The total score is the sum of all the question or statement scores. If the calculated r coefficient value is greater (>) than r table, then it can be said that the measuring device is valid, and vice versa.

2. Reliability Test

Reliability is basically the extent to which the results of a measurement can be trusted. If the results of repeated measurements produce relatively the same results, the measurement is considered to have a good level of reliability. According to Arikunto (2012), reliability is a value that shows the consistency of a measuring device in measuring the same symptoms. Each measurement tool should have the ability to provide consistent measurement results.

Data Analysis

According to Arikunto (2012) data analysis is a very important part of the scientific method because with analysis, the data can be given meaning and meaning that is useful in solving research problems. Data analysis used in this research is descriptive analysis and multiple linear regression.

Uji Asumsi Klasik

a. Normality test

The normality test according to Gozali (2012), aims to test whether the regression model, the dependent variable and the independent variable both have a normal distribution or not. Said by Gozali (2012) "If the data distribution is normal, then the line that describes the actual data will follow the diagonal line".

b. Multicollinearity Test

According to Gozali (2012), the multicollinearity test is intended to test whether the regression model found a correlation between the independent variables. Heteroscedasticity Test

The heteroscedasticity test is used to test whether in a multiple regression model there is an unequal variance of the residuals from one observation to another (Ghozali, 2012).

c. Autocorrelation Test

According to Imam Ghozali (2011: 110), the autocorrelation test aims to test whether in the linear regression model there is a correlation between the interfering errors in period t and the interfering errors in period $t-1$ (previously).

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis aims to determine how much influence the independent variable (X) has on the dependent variable (Y). The expected regression equation in this study, the formula used is Sugiyono (2012): This analysis is used to measure the magnitude of the influence between product quality and service quality on customer satisfaction. The formula used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 \pm e$$

Explanation:

Y = Customer satisfaction variable

X_1 = Physical evidence variable

X_2 = Reliability variable

X_3 = Responsiveness variable

X_4 = Guarantee variable

X_5 = Attention variable

a = Regression constant

b = Regression coefficient

e = standard error

4. ANALYSIS AND DISCUSSION

Data analysis

Research Instrument Testing

1) Validity Test

Validity is a measure that indicates the level of validity or legitimacy of an instrument (Arikunto, 2006: 168). From the calculation results, it is found that the statement items in the variables Physical Evidence, Reliability, Responsiveness, Guarantee, and Attention, and Customer Satisfaction are stated valid. This can be seen using a significant level of $\alpha = 0.05\%$ and a sig.2-tailed value = 0.000. Because the sig.2-tailed value $< \alpha$, the statement items are declared valid. If the significance probability of the correlation result is less than 0.05 then it is declared valid and vice versa if it is greater than 0.05 then it is declared invalid. The results of validity can be seen through the overall research variables $r_{count} > r_{table}$, with a significant level $\alpha = 0.05$ and $n = 98$ obtained $r_{table} = 0.215$. From table 4.10 below it is known that the significance value is < 0.05 and it can be seen that the results of each item > 0.215 .

2) Reliability Test

Reliability shows the consistency and stability of a score or measurement scale. Reliability test is intended to show the nature of a measuring instrument whether it is sufficiently accurate, stable or consistent in measuring what is desired. With the provision that if the Cronbach Alpha value ≥ 0.60 , then the item statement is declared reliable. From the results of the calculation of the Reliability of the statement items in Physical Evidence, Reliability, Responsiveness, Guarantee, and Attention, and Customer Satisfaction, the result is a Cronbach Alpha value ≥ 0.60 which means that all statement items in each variable are declared reliable, namely 0.844. Then the results of the reliability test of the Physical Evidence instrument (X_1) are declared reliable because the Cronbach Alpha value is ≥ 0.60 . Cronbach Alpha ≥ 0.60 ie 0.793. So the

results of the reliability test of the Reliability instrument (X2) were declared reliable because the Cronbach Alpha value ≥ 0.60 . Cronbach Alpha ≥ 0.60 ie 0.716. Then the results of the reliability test of the Responsiveness instrument (X3) are declared reliable because the Cronbach Alpha value is ≥ 0.60 . Cronbach Alpha ≥ 0.60 ie 0.846. Then the results of the reliability test of the Guarantee instrument (X4) are declared reliable because the Cronbach Alpha value ≥ 0.60 . Cronbach Alpha ≥ 0.60 ie 0.824. Then the results of the attention instrument reliability test (X5) were declared reliable because the Cronbach Alpha value ≥ 0.60 . and Cronbach Alpha ≥ 0.60 which is 0.822. Then the results of the reliability test of the customer satisfaction instrument (Y) are declared reliable because the Cronbach Alpha value ≥ 0.60 .

Testing the Classical Econometric Assumptions

Before the statistical test is carried out, an early detection of deviations from the econometric assumptions is carried out in the results of the analysis of the three econometric assumptions, are that:

1) Multicollinearity

To be able to find out whether the estimated regression equation has symptoms of multicollinearity is the coefficient between the independent variables. "If the VIF value is less than 10 then multicollinearity does not occur and vice versa if VIF is greater than 10 then multicollinearity will occur."

2) Symptoms of Heteroscedasticity

If the variance of the residual from one observation to another observation remains, then homoscedasticity occurs. A good regression model is that there is no heteroscedasticity. A good regression model is that there is no heteroscedasticity. According to Santoso (2000: 201) the basis for making a decision whether heteroscedasticity occurs is as follows:

a) If there is a certain pattern, such as dots (points) that form a certain pattern that is regular (wavy, spreads then narrows) then heteroscedasticity has occurred.

b) If there is no clear pattern, such as the dots above and below the number 0 on the Y axis, heteroscedasticity does not occur.

3) Symptoms of Normality

To test in a regression, the variance of the residuals from one observation to another has a normal guarantee or less. A good regression model is the guarantee that the data is normal or close to normal.

Analisis Regresi Berganda Multiple Regression Analysis

Multiple regression analysis is used to examine the effect of two or more independent variables on one dependent variable. This regression analysis is intended to find out how much the contribution of each independent variable is to the dependent variable. The test results using multiple regression are shown in table 4.18 below.

Table.1 Multiple Correlation Test Results, Multiple Regression, F Test and T Test

Dependent Variable	Independent Variable	Ustandardized Coefficients (B)	t-Count	t-Table	Level of Sig. ($\alpha=5\%$)	Explanation
Y	X1	0.286	4.332	1,661	.000	Significant
	X2	0.218	2.625	1,661	.010	Significant
	X3	0.239	3.064	1,661	.003	Significant
	X4	0.242	2.539	1,661	.013	Significant
	X5	0.259	3.562	1,661	.001	Significant

	Constanta	2,160				
R	= 0,731					Significant
Adjust	= 0,510					
R ²	= 21,609					
Fcount	= 2,49					
Ftable						

Source: Processing Results of SPPS, processed by researchers

From the results of testing multiple regression analysis as listed above, the multiple regression equation can be compiled as follows:

$$Y = 2,160 + 0,286X_1 + 0,218X_2 + 0,239X_3 + 0,242X_4 + 0,259X_5 + 1,498$$

Based on the above equation can be explained as follows:

- 1) A constant of 2.160 indicates that if there are no variables of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4), and Attention (X5) or assumed to be equal to 0, then Customer Satisfaction (Y) will of 2.160.
- 2) BX1 = 0.286 if the Physical Evidence variable (X1) increases by one unit, the achieved Customer Satisfaction (Y) will increase by 0.286 units assuming Reliability (X2), Responsiveness (X3), Guarantee (X4) and Attention (X5)) remains (constant).
- 3) BX2 = 0.218 if the Reliability variable (X2) increases by one unit, the achieved Customer Satisfaction (Y) will increase by 0.218 units assuming Physical Evidence (X1), Responsiveness (X3), Guarantee (X4), and Attention (X5) fixed (constant).
- 4) BX3 = 0.239 if the Responsiveness variable (X3) increases by one unit, the achieved Customer Satisfaction (Y) will increase by 0.239 units assuming Physical Evidence (X1), Reliability (X2), Guarantee (X4), and Attention (X5) fixed (constant).
- 5) BX4 = 0.242 if the Guarantee variable (X4) increases by one unit, the achieved Customer Satisfaction (Y) will increase by 0.242 units assuming Physical Evidence (X1), Reliability (X2), Responsiveness (X3), and Attention (X5)) remains (constant).
- 6) BX5 = 0.259 if the Attention variable (X5) increases by one unit, the achieved Customer Satisfaction (Y) will increase by 0.259 units assuming Physical Evidence (X1), Reliability (X2), Responsiveness (X3), and Guarantee (X4) fixed (constant).

The standard error is 1.498, meaning that the smaller the SEE value, the more precise the regression model will be in predicting the dependent variable, namely customer satisfaction.

Determination Coefficient Test (R² Test)

The coefficient of determination (R²) aims to measure how far the model's ability to explain variations in the dependent variable. In this study the calculation of the coefficient of determination is to measure how far the ability of the independent variables (physical evidence, reliability, responsiveness, assurance, and empathy) in explaining the dependent variable (customer satisfaction). The coefficient of determination (RSquare) of 0.510 can be explained that 51% customer satisfaction can be explained by the variables Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Attention (X5) and 0.49% or 0.490 is caused by other variables that are not observed. The reason the researcher used Adjusted R2 was because the number of independent variables studied was more than 2. This refers to the

opinion of Ghozali (2006) that the fundamental weakness of the coefficient of determination (R square) is the bias towards the number of independent variables included in the model. Each additional one independent variable, then R2 must increase regardless of whether the variable has a significant effect on the dependent variable.

Hypothesis Testing

a. First Hypothesis Testing

The results of the F test show that F count is 21.609 and F table is 2.49 at a significant level of $0.000 < 0.05$, because the calculated F value is greater than F table decision on H_0 is rejected and H_a is accepted which means Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4), and Attention (X5) simultaneously have a significant effect on customer satisfaction of IndiHome Malang providers. It can be proven.

These results are the same as previous studies, Afrizawati (2012) and Lovenia (2012) which simultaneously show that Physical Evidence, Reliability, Responsiveness and Assurance have a significant effect on customer satisfaction.

b. Second Hypothesis Testing

The results of the t test show that t count the variable Physical Evidence (X1) of 4.332, Reliability (X2) of 2.625, Responsiveness (X3) of 3.064, Warranty (X4) of 2.539 and Attention (X5) of 3.562 greater ($>$) than t table 1.661 with a confidence level of less than ($<$) 5%, then the decision on H_0 is rejected and H_a is accepted, meaning that the variables Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Guarantee (X4), and Attention (X5) the customer satisfaction of the IndiHome Malang provider can be proven. By using data processing in table 4.18 it can be described as follows:

a. Physical Evidence Variable (X1)

The tcount value of Physical Evidence is $4.332 >$ ttable 1.661 or the significant level t is $0.000 <$ the significant level $\alpha = 0.05$, which means H_0 is rejected and H_a is accepted. So it can be concluded that the effect of the Physical Evidence variable (X1) on customer satisfaction of IndiHome Malang Providers (Y) is significant or has a significant effect.

Physical Evidence (X1) has a significant effect on customer satisfaction variable IndiHome Malang Provider (Y).

b. Reliability Variable (X2)

The tcount of Reliability is $2.625 >$ ttable 1.661 or the significant level of t is $0.010 <$ the significant level $\alpha = 0.05$, which means that H_0 is rejected and H_a is accepted. So it can be concluded that the effect of the Reliability variable (X2) on customer satisfaction of IndiHome Malang Providers (Y) is significant or has a significant effect.

From the description above, it can be concluded that the Reliability variable (X2) has a significant effect on the customer satisfaction variable of IndiHome Malang Provider (Y).

c. Responsiveness Variable (X3)

The responsiveness tcount value is $3.064 >$ ttable 1.661 or the significant level t is $0.003 <$ the significant level $\alpha = 0.05$, which means H_0 is rejected and H_a is accepted. So it can be concluded that the effect of the Responsiveness variable (X3) on customer satisfaction of IndiHome Malang Providers (Y) is significant or has a significant effect.

From the description above it can be concluded that the Responsiveness variable (X3) has a significant effect on the customer satisfaction variable of IndiHome Malang Provider (Y).

d. Guarantee Variable (X4)

The tcount guarantee value is $2.539 >$ ttable 1.661 or the significant level of t is $0.013 <$ significant level $\alpha = 0.05$, which means H_0 is rejected and H_a is accepted. So it can be concluded that the effect of the warranty variable (X4) on customer satisfaction of IndiHome Malang Providers (Y) is significant or has a significant effect.

From the description above it can be concluded that the guarantee variable (X4) has a significant effect on the customer satisfaction variable of IndiHome Malang Provider (Y).

e. Attention Variable (X5)

The tcount value of attention is $3.562 > t_{table} 1.661$ or the significant level of t is $0.001 < \text{significant level } \alpha = 0.05$, which means H_0 is rejected and H_a is accepted. So it can be concluded that the effect of the attention variable (X5) on customer satisfaction of IndiHome Malang Providers (Y) is significant or significantly influential.

From the description above, it can be concluded that the attention variable (X5) has a significant effect on the customer satisfaction variable of IndiHome Malang Provider (Y).

First Hypothesis Testing Results

The variables of physical evidence, reliability, responsiveness, assurance and empathy have a significant effect on customer satisfaction of IndiHome Malang Providers. This means that the majority of respondents think that hardware and software equipment is modern and updated, the appearance and tidiness of employees. the good ability of provider employees to recognize provider customers, and the willingness of employees to listen to provider customer complaints and suggestions affect customer satisfaction of IndiHome Malang providers. Based on the results of the research that has been done it is proven that the results of this study support Lovenia's research (2012), Physical Form, Reliability, Responsiveness, Assurance, and Caring simultaneously affect the dependent variable Customer Satisfaction of Bank Jateng, Main Branch of Semarang. The results of the study are also consistent with Afrizawati's research (2012) which proves physical evidence, reliability, responsiveness, assurance, and empathy have a significant effect on customer satisfaction at the Arista Palembang hotel.

Second Hypothesis Testing Results

a. Results of Tests on Physical Evidence Variables

The calculation results show a sig t value of $0.000 < \alpha = 0.05$, which means that Physical Evidence has a significant effect on customer satisfaction of IndiHome Malang Providers. This means that the contribution made by Physical Evidence affects customer satisfaction. The better the quality of service in the form of physical facilities and infrastructure such as nice and attractive buildings and interiors, cleanliness of the provider, comfort of the provider, completeness of the facilities offered by the provider, cleanliness and tidiness of the employees of the poor IndiHome provider, the satisfaction IndiHome Malang Provider customers will also increase. These findings support the results of previous research conducted by Wendha, Rahyuda, Ambiance (2013), which was conducted on customers at PT. Bank Negara Indonesia (Persero) Tbk Main Branch Office (KCU) Palembang states that the tangible dimension has a significant effect on customer satisfaction at PT. Bank Negara Indonesia (Persero) Tbk KCU Palembang.

b. Test Results for Reliability Variables on Customer Satisfaction

The calculation results show a sig t value of $0.010 < \alpha = 0.05$, which means that reliability has a significant effect on customer satisfaction of IndiHome Malang Providers. This means that IndiHome officers have speed in serving customers, timeliness in providing services to customers, readiness in providing consultations to customers by employees of IndiHome providers which are a concern for consumers in influencing customer satisfaction. These findings support the results of previous research conducted by Wendha, Rahyuda, Ambiance (2013), which was conducted on customers at PT. Bank Negara Indonesia (Persero) Tbk Main

Branch Office (KCU) Palembang states that the reliability dimension has a significant effect on customer satisfaction at PT. Bank Negara Indonesia (Persero) Tbk KCU Palembang.

c. Responsiveness Variable Test Results for Customer Satisfaction

The calculation results show a sig t value of $0.003 < \alpha = 0.05$), which means that responsiveness has a significant effect on customer satisfaction of IndiHome Malang Providers. This means that responsiveness in the form of provider employees is serious in handling customer complaints, the ability of good employees to communicate with customers is a concern for consumers in influencing customer satisfaction. These findings support the results of a previous study conducted by Lovenia (2012), which was conducted on customers of Bank Jateng of the Main Branch of Semarang, which stated that the responsiveness dimension has a significant effect on customer satisfaction of customers of Bank Jateng of the Main Branch of Semarang.

d. Guarantee Variable Test Results for Customer Satisfaction

The calculation results show a sig t value of $0.013 < \alpha = 0.05$), which means that guarantees have a significant effect on customer satisfaction of IndiHome Malang Providers. This means that guarantees in the form of employee willingness to help customers experience difficulties, employee knowledge and competence to answer customer questions, employees who always maintain good relations with provider customers are a concern for consumers in influencing customer satisfaction. These findings support the results of a previous study conducted by Lovenia (2012), which was conducted on customers of Bank Jateng, Semarang Main Branch, which stated that the guarantee dimension significantly influences customer satisfaction of customers of Bank Jateng, Semarang Main Branch.

e. Results of Testing the Variable Attention to Customer Satisfaction

The calculation results show a sig t value of $0.001 < \alpha = 0.05$), which means that the attention in the form of employees always paying attention to customer needs, the ability of provider employees to recognize provider customers, and the willingness of employees to hear complaints and suggestions from provider customers affect satisfaction IndiHome Malang provider customers. These findings support the results of a previous study conducted by Lovenia (2012), which was conducted on customers of Bank Jateng, Semarang Main Branch, which stated that the dimension of attention had a significant effect on customer satisfaction, customers of Bank Jateng, Semarang Main Branch.

5. CONCLUSION

Based on the explanation above it can be conclude that that service quality greatly affects Telkom consumers which has been proven by the test results show that physical evidence, reliability, responsiveness, assurance and empathy partially and simultaneously have a significant effect on customer satisfaction of IndiHome Malang Providers. The results showed that service quality including physical evidence, reliability, responsiveness, assurance and empathy had an influence on customer loyalty, meaning that to maintain customer loyalty one must pay attention to the 5 service quality factors, one must determine the concept of good service, for example trying to meet needs and wants as well as provide convenience for consumers who enjoy the service. Customer satisfaction with services is the key to success, not only in the short term, but sustainable excellence. Suggestions for further researchers is that it is better to develop research at a more complex stage so that it can be used as a reference material for the Telkom company in improving better service to its consumers.

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