

THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION OF INDIHOME SERVICE USERS IN BIREUEN DISTRICT

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Abstract

The development of information technology allows the use of more sophisticated media such as the internet to make it easier to access information. PT Telekomunikasi Indonesia, Tbk (Telkom) is a telecommunications company that has a product called Indihome for surfing the internet. This study aims to determine the effect of service quality and price on customer satisfaction of Indihome internet service users in Bireuen Regency. The method used in this research is a quantitative approach. The results showed that service quality has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the $t_{count} > t_{table}$ value at the 5% level ($2.051 > 1.65993$) and a significant value of $0.043 < 0.05$. The results showed that price has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the value of $t_{count} > t_{table}$ at the 5% level ($5.203 > 1.65993$) and a significant value of $0.000 < 0.05$. The results showed that the value of service quality and price had a simultaneous and significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency. With a value of $F_{hitung} > F_{tabel}$ ($19.511 > 3.09$), and a significant value (sig) = $0.000 < 0.05$.

Keywords: Price, Customer Satisfaction and Service Quality.

INTRODUCTION

In the era of globalization, information and communication technology is a tool used to transfer data and information, both to obtain and provide information to others, and has become part of the human lifestyle. The development of information technology, which was initially limited to correspondence, then developed through the media of coin phones and landlines, and finally reached the use of cordless mobile phones, better known as mobile phones. Internet technology makes it easier for users to access the information they need, making it essential in everyday life. With so many people using the internet, there is an opportunity for telecommunication companies in Indonesia to fulfill the needs of the community by providing communication networks or internet services.

Due to the Government Regulation of the Republic of Indonesia Number 46 of 2021 Article (14) concerning Telecommunication Operators, the minister sets the quality standards for telecommunication operators that must be met by each telecommunication operator. Telecommunication network providers can only organize telecommunication services with prior permission from the minister. Telecommunication service providers are required to provide telecommunication facilities. One important component in driving Indonesia's economic growth is the telecommunications network. Here are some telecommunication service companies in Indonesia that provide fixed internet services:

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Table 1
WiFi Providers in Indonesia

No	WiFi Provider Name	Company Name
1	Indihome	PT Telkom Indonesia Tbk
2	First Media	PT First Media Tbk
3	Oxygen	PT Mora Telematics Indonesia Tbk
4	CBN	PT Cyberindo Aditama
5	TransVision	Trans Media
6	MyRepublic	PT Innovate Mas Indonesia and PT Eka Mas Republik
7	Biznet	PT Supra Primatama Nusantara

Based on table 1 of the seven WiFi providers in Indonesia that provide fixed internet services, one of them, the Indihome product, is a fixed internet service from PT Telekomunikasi Indonesia which consists of internet on fiber or high speed internet (fast internet), phone (landline) and interactive TV (UseeTV cable). PT Telekomunikasi Indonesia Tbk, is one of the largest telecommunications providers in Indonesia engaged in telecommunications. The company offers a wide range of service products to make it easier for Indonesians to communicate and benefit from technological developments. PT Telkom's telecommunication services have reached various market segments ranging from individual customers to Small and Medium Enterprises (SMEs) and companies. each company itself has a different number of customers every year. PT Telkom is currently releasing a very popular product for surfing the internet, IndiHome, which is a PT Telkom service that consists of three services: high-speed internet, UseeTV, and home phone. Today, telecommunication providers such as Biznet, Firstmedia, MNC Play Media, and My Republic are emerging, replacing PT Telkom Indonesia. Each telecommunication service producer is competing to provide the best service with their own benefits and product features.

Internet users in Indonesia reached 221.56 million people in 2024, according to a survey by the Indonesian Internet Service Providers Association (APJII). This figure increased compared to the previous period of 215.63 million people in the 2022-2023 period. The number increased by 2.67% compared to the previous period of 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million. The millennial generation group born in 1981-1996 accounts for the highest internet users at around 93.17% with a contribution of 30.62% of Indonesia's total internet users. Followed by Gen Z at around 87.02% or a contribution of 34.40%. Then, in third place is occupied by the generation X group born in 1965-1980, the penetration is 83.69% with a contribution of 18.98%. Then, the baby boomers born in 1946-1946 contributed 60.52% penetration with a contribution of 6.58%. Meanwhile, the older generation, namely pre-boomers born under 1945, contributed 32% penetration with a contribution of 0.24% of Indonesia's total internet users. There is also, a newer generation, namely post Gen Z born after 2023, penetration of 48% with a contribution of 9.17%.

Marketing management is key for companies to understand, plan, and execute effective strategies in marketing their products or services to consumers. In the ever-evolving digital era, technology integration has become one of the inevitable aspects of marketing management. For example, Indihome, a popular internet and cable television service, has adapted a smart and

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technology-oriented marketing approach to reach potential customers and retain existing customers.

Customer satisfaction is a crucial factor that determines the success of a company in any industry, including in telecommunication services such as those offered by Indihome. Indihome has understood the importance of prioritizing customer satisfaction as one of the key pillars in their business strategy. With a focus on providing reliable, fast, and innovative services, Indihome strives to consistently meet and even exceed their customers' expectations. As such, customer satisfaction has become the core of Indihome's corporate culture, driving sustainable business growth and strengthening their position as one of the top choices for Indonesians in terms of telecommunication services.

Service quality is the main foundation for a service company like Indihome in the telecommunications industry. Indihome has committed to providing superior service to their customers by maintaining high standards in all aspects of its operations. From stable signal availability to high internet speeds, Indihome continuously upgrades their infrastructure and technology to ensure that customers get an optimal experience. In addition, Indihome also pays great attention to customer service by providing responsive service and quick solutions to any problems that arise. Price is one of the factors that greatly influences consumer decisions in choosing telecommunication services, and Indihome understands the importance of offering value for money to their customers. With increasing competition in the market, Indihome has taken a smart approach in pricing to remain competitive while still providing high quality services. With a range of flexible packages and options, Indihome allows customers to choose a package that suits their needs and their budget. In addition, Indihome also frequently offers attractive promos and special discounts to attract new customers and retain existing customers. With the right and competitive pricing strategy, Indihome has successfully expanded its market share and strengthened its position as one of the leading telecommunications service providers with competitive price offerings and quality services.

LITERATURE REVIEW

Definition Service Quality

Service quality refers to how well a company or organization meets or exceeds customer expectations in providing services or products. According to Goesth and Davis (2019) defines service quality as a dynamic condition related to service products, people, processes, environments that are able to meet and or exceed consumer expectations. which relates to service products, people, processes, environments that are able to meet and or exceed consumer expectations. Fandy Tjiptono (2019) defines service quality or service quality as a measure of how good the level of service provided is able to match customer expectations.

Definition Price

Price is one of the elements of a flexible marketing mix, where prices can change at any time. According to Samsul Ramli (2013), price can be explained as the relative value of a product or service which is not a definite indicator in showing the amount of resources required in making a product or service. Tjiptono in (Amri, 2019) simply explains that price is a monetary unit (amount of money) or non-monetary (other aspects) that can be exchanged to obtain the right to ownership of a good or service.

Definition of Consumer Satisfaction

Customer satisfaction can be felt after customers compare their experience in purchasing goods / services from a seller or provider of goods / services with the expectations of the buyer himself. According to Tjiptono (2016) defines customer satisfaction as an emotional response to the process of experiencing when using these goods and services. According to Solomon in Priansa

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(2017) states that customer satisfaction is a customer's overall feeling about the product or service the customer has purchased.

Conceptual Framework

The conceptual framework is a synthesis or extrapolation of the theoretical review which reflects the relationship between the variables studied and is a demand for solving research problems and formulating hypotheses. Based on the theoretical basis and the results of previous research and the problems that have been stated, as a basis for formulating hypotheses, the following theoretical framework is presented which is outlined in the research model as shown in the following figure:

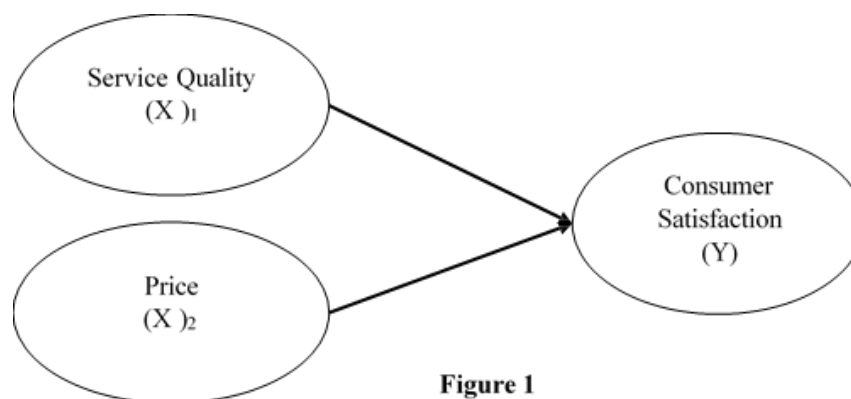


Figure 1
Thinking Framework

Hypothesis

In a study, a hypothesis is needed to answer temporary questions. According to Sugiyono (2013) the hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. Based on the theoretical basis, previous research and the conceptual framework presented above, the research hypothesis that can be prepared is as follows:

Ha1: Service quality has a partially significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

Ho1: Service quality has no partially significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

Ha2: Price has a partially significant effect on consumer satisfaction of Indihome internet service users in Bireuen Regency.

Ho2: Price has no partially significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

Ha3: Service quality and price simultaneously have a significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

Ho3: Service quality and price do not simultaneously have a significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

METHOD

Research Approach

The approach used in this research is a quantitative approach. According to Sinambela (2021) quantitative research is a type of research that uses numbers in processing data to produce structured information.

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Place and Time of Research

The place of this research is the Plasa Telkom Indihome Office, Bireuen Regency. The research was conducted in February 2024. The time used by researchers for this research was carried out from the date of issuance of the research permit in a period of approximately 2 (two) months, 1 month of data collection and 1 month of data processing.

Research Population

According to Nanang Martono (2015) population is the whole object or subject that is in an area and fulfills certain conditions related to the researcher's problem. The population in this study are users of Indihome internet services in Bireuen Regency, of which the number is unknown.

Research Sample

According to Sugiyono (2016), states that the sample is part of the number and characteristics of the population. In this study, not the entire population was taken, but only part of the population due to the limitations of researchers in terms of time, energy, and population size. Therefore, the sample taken must be truly representative (truly representative). In determining the sample of this study, a non-probability sampling approach procedure was used. The type of non probability sampling used in this study is accidental sampling.

How to determine the sample in this study takes the opinion of Hair et, al, (2014), the sample size is around 5 - 10 times the number of parameters / indicators in one research model. The number of indicators in this research model is 15 indicators, so based on the opinion of Hair et, al in Ferdinand (2014), the number of samples can be 5 - 10 times the number of indicators in the model, this study took a sample of 7 times the number of indicators (15×7) => 105 samples.

Data Analysis Method

The method used to support this research is quantitative method and in this study is a multiple linear regression model, which is to analyze the effect of the dependent variable (independent) on the dependent variable (bound). The regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y=Consumer Satisfaction

α =Constant

β_1, β_2 = Regression coefficient

X1=Service Quality

X2=Price e=Error term

Data Analysis

Validity and Reliability Test

Validity and reliability testing is the process of testing the items in a questionnaire. Whether these question items are valid or reliable. If it is valid and reliable, it means that the items can measure their effect. In testing these items, there may be items that are not valid and reliable, so they must be discarded or removed.

Validity Test

The purpose of the validity test is to measure the construct as expected by the researcher. The instrument validity test in this study was carried out by comparing the correlated item-Total Correlation value on each question item. In this case, several question items are used which can accurately reveal the measured variable. Each factor is considered valid if the corrected Item- Total Correlation > 0.30 (Sugiyono, 2013). The results of the validity test of this study are presented as follows:

Table 2
Validiy Test

Variables	Statement Number	The value of rcount	Minimum Correlation	Description
Service Quality (X) ₁	1	0,804	>0,30	Valid
	2	0,720	>0,30	Valid
	3	0,792	>0,30	Valid
	4	0,830	>0,30	Valid
	5	0,632	>0,30	Valid
Price (X) ₂	1	0.530	>0,30	Valid
	2	0.722	>0,30	Valid
	3	0.851	>0,30	Valid
	4	0,868	>0,30	Valid
Consumer Satisfaction (Y)	1	0.765	>0,30	Valid
	2	0.809	>0,30	Valid
	3	0.810	>0,30	Valid
	4	0,718	>0,30	Valid
	5	0,719	>0,30	Valid
	6	0,707	>0,30	Valid

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be realibel or reliable if the respondent's answers to questions are consistent or stable over time. Respondents' answers to questions are said to be reliable if each question is answered consistently. Testing the reliability of the questionnaire in this study using one shoot or measurement once and for testing the reliability of the Cronbach Alpha coefficient. The decision criteria for whether the questionnaire is reliable or not are stated if the Cronbach's Alpha value > 0.60 is reliable.

Table 3
Reliability Test

No.	Variables	Number of Questions	Cronbach Alpha	Cut Off	Ket
1	Service Quality (X1)	5	0,815	>0,60	Reliable
2	Price (X2)	4	0,722	>0,60	Reliable
3	Consumer Satisfaction (y)	6	0,849	>0,60	Reliable

RESULTS AND DISCUSSION

Research Results and Discussion Data Analysis

Data Analysis Method

The data analysis used in this research is quantitative analysis with multiple linear regression equations. Quantitative analysis is an analysis used to analyze data obtained from questions that require statistical calculations, so this analysis is often called statistical analysis. In this study, it is to test service quality and price on customer satisfaction.

Table 4
Data Analysis Method

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.862	.395		4.721	.000
Service Quality	.167	.081	.178	2.051	.043
Price	.384	.074	.452	5.203	.000

a. Dependent Variable: Customer Satisfaction

Based on table 4, the multiple linear regression equation is obtained as follows: $Y = 1.862 + 0.167 X_1 + 0.384 X_2 + e$

Correlation Coefficient Analysis and Coefficient of Determination Analysis (R)²

Multiple correlation coefficient analysis (R) is used to explain the strength and direction of the relationship between the independent variable and the dependent variable. Meanwhile, the coefficient of determination (R²) analysis is used to see the magnitude of the influence of the independent variable on the dependent variable. If the coefficient of determination is large, the greater the influence of the independent variable on the dependent variable. To find out the results of the coefficient of determination, it can be seen from the R square value. Where the R square can explain the percentage of the influence of the independent variable (X) on the dependent variable (Y).

Table 5
Correlation and Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.277	.263	.347

Source: Research results, data processed 2024

Based on the table above, it is known that the correlation coefficient (R) value of 0.526 indicates that there is a fairly strong relationship between the independent variable and the dependent variable of 52.6%. The R² value is 0.277, this shows that the influence of the independent variables of service quality and price has an influence on consumer satisfaction of Indihome internet service users in Bireuen Regency by 27.7%, while the remaining 72.3% is explained by other variables outside this study.

Test t

The t test is a type of statistical test used to determine how far the influence of the independent variable can explain the dependent variable individually. The t test is carried out with a confidence level of 95% and an analysis error rate (α) of 5% the degree of freedom used is $df = n - k$.

Table 6
Test t

Model	thitung	ttabel	Sig
Service Quality	2,051	1,65993	0,043
Price	5,203	1,65993	0,000

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Source of research results, data processed 2024

Based on the table above, it can be explained as follows:

1. The results of the regression calculation show that the H1 hypothesis is accepted, this means that service quality has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the value of $t_{count} > t_{table}$ at the 5% level ($2.051 > 1.65993$) and a significant value of $0.043 < 0.05$.
2. The results of the regression calculation show that hypothesis H2 is accepted, this means that price has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the $t_{count} > t_{table}$ value at the 5% level ($5.203 > 1.65993$) and a significant value of $0.000 < 0.05$.

F test

The F test is a way of testing a null hypothesis involving more than one coefficient. It works by determining whether the fit of a regression equation is significant by restricting the equation to fit the null hypothesis. The F test is carried out with a confidence level of 95% and an error rate of analysis (α) = 5% free degree numerator $df1 = (k-1)$ and free degree denominator $df2 = (n-k)$, k is the number of parameters (coefficients) of the linear regression model and n is the number of observations. The F test is used to see the effect of variables (service quality and price) on customer satisfaction simultaneously or together.

Tabel 7
F test

R Square Change	F Change	df1	df2	Sig. F Change
.277	19.511	2	102	.000

Source: Research results, data processed 2024

Based on table 7, the calculation results obtained in the table above, it can be seen that the $F_{hitung} > F_{tabel}$ value ($19.511 > 3.09$), and the significant value (sig) = $0.000 < 0.05$. The regression calculation results show that the H3 hypothesis is accepted. This means that service quality and price have a simultaneous and significant effect on customer satisfaction of Indihome internet service users in Bireuen Regency.

CLOSING

Conclusion

Based on the results of the research and discussion previously described, the following conclusions can be drawn:

1. The results showed that service quality has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the value of $t_{count} > t_{table}$ at the 5% level ($2.051 > 1.65993$) and a significant value of $0.043 < 0.05$.
2. The results showed that price has a partial effect on customer satisfaction of Indihome internet service users in Bireuen Regency. This is indicated by the value of $t_{count} > t_{table}$ at the 5% level ($5.203 > 1.65993$) and a significant value of $0.000 < 0.05$.
3. The results showed that the value of service quality and price had a simultaneous and significant effect on consumer satisfaction of Indihome internet service users in Bireuen Regency. With a value of $F_{hitung} > F_{tabel}$ ($19.511 > 3.09$), and a significant value (sig) = $0.000 < 0.05$.

Suggestions and Acknowledgments

In order to increase customer satisfaction of Indihome internet service users in Bireuen Regency, the authors suggest the following suggestions:

1. Telecommunications companies such as Indihome, especially Indihome in Bireuen Regency, should ensure that internet services are consistently available without

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prolonged interruption. Users will feel dissatisfied if they experience frequent interruptions in internet access. Internet connection stability is also an important factor. If the connection is frequently interrupted or unstable, this can disrupt the user experience and lower satisfaction levels.

2. Evaluate the relationship between the price paid by customers and the quality of service they receive. Users tend to be more satisfied if they feel that the price they pay is commensurate with the quality of service they get. Also, compare Indihome's internet service prices with the prices offered by other internet service providers in the area. If Indihome's prices are more competitive or provide better added value, this can increase consumer satisfaction.
3. For future researchers, it can increase the number of variables, both independent and dependent variables, so that they can solve bigger problems regarding customer satisfaction or problems that occur in the field. It is hoped that future researchers will use a larger population so that this research becomes more interesting and challenging.

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