

THE EFFECT OF MARKETING MIX ON INDIHOME CUSTOMER LOYALTY AT PT TELEKOMUNIKASI INDONESIA TBK, LHOKSEUMAWE CITY

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Abstract

This research examines the influence of the marketing mix on IndiHome customer loyalty at PT Telekomunikasi Indonesia, Tbk Lhokseumawe City. The sample in this research was 98 IndiHome customers at PT Telekomunikasi Indonesia, Tbk Lhokseumawe City. The analytical tool used is multiple linear regression. The research results show that each of the product, price, place and promotion variables has a significant positive effect on customer loyalty, both partially and simultaneously .

Keywords: *product, price, place, promotion, customer loyalty.*

INTRODUCTION

In the era of globalization and digitalization, the telecommunications industry is one of the sectors that is experiencing rapid development and very high competition. Internet service providers are competing to provide the best service in order to maintain and increase customer loyalty. One of the largest telecommunications companies in Indonesia, PT Telekomunikasi Indonesia Tbk (Telkom), through its flagship product IndiHome, continues to carry out marketing transformation to answer the dynamics of consumer needs. As of July 1, 2023, IndiHome officially joined Telkomsel to expand its service reach and strengthen digital integration (Telkom Indonesia, 2023). This step is part of the corporate strategy to strengthen digital inclusion and improve the quality and competitiveness of services.

Marketing is one of the key elements that influences the success of a product or service in the market. Kotler and Keller (2016) define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value. In the context of services, the marketing mix consisting of four core elements, namely product, price, place, and promotion, is a common approach used to understand consumer preferences and influence their loyalty (Tjiptono, 2019). Therefore, in the telecommunications industry, managing these marketing mix elements is very crucial in shaping customer perceptions and loyalty.

Customer loyalty is defined as a customer's commitment to continue subscribing and repurchasing products or services from a particular brand, even though there are other alternatives that may be more attractive (Griffin, 2016). In the context of IndiHome services, customer loyalty is an important indicator of the success of implementing the marketing strategy being carried out. The decline in the number of customers at the end of 2022 as recorded at PT Telkom Lhokseumawe indicates a problem that requires an in-depth evaluation of the marketing mix being implemented. The Kompas (2022) and Ombudsman RI (2022) reports show that IndiHome services have received a number of complaints, including network disruptions and less responsive customer service, which can result in decreased consumer loyalty.

Several previous studies have stated that marketing mix elements have a significant influence on customer loyalty. Research by Pramesti and Chasanah (2021) shows that price variables influence customer decisions in maintaining subscriptions. Meanwhile, Arianto and Febrian (2022) found that promotions and locations also play an important role in influencing the loyalty of internet service users. This shows the importance of a comprehensive evaluation of the four marketing mix elements in developing a customer retention strategy.

However, although many studies have been conducted in the national scope, there are still limited studies that specifically examine the influence of the marketing mix on IndiHome customer loyalty in Lhokseumawe City. In fact, understanding consumer behavior at the local level is important considering the demographic, socio-cultural, and internet service penetration levels in various regions. This study attempts to answer this gap by empirically analyzing the influence of product, price, promotion, and place on IndiHome customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City. Thus, this study aims to identify how much influence each variable in the marketing mix has on customer loyalty, both partially and simultaneously. It is hoped that the results of this study can be valuable input for management in developing more targeted marketing strategies to increase customer satisfaction and loyalty amidst increasingly competitive industrial competition.

LITERATURE REVIEW

Marketing mix is a classic concept introduced by McCarthy (1964), which consists of four main elements: product, price, place, and promotion. These four elements are interrelated and form the basis of a marketing strategy that aims to satisfy consumers and achieve competitive advantage. Kotler and Keller (2016) emphasize that the marketing mix is the main tool in influencing demand for products or services. In the context of services, such as telecommunications services, managing these elements has its own challenges due to the characteristics of intangibility and dependence on service interactions. Therefore, a study of the marketing mix is very important in understanding the factors that influence customer loyalty.

Product is the main element in the marketing mix because it is the core of the company's offering to the market. Products do not only refer to physical goods, but also include services and benefits felt by customers (Tjiptono, 2019). In the research of Hamdali and Melinda (2021), it was found that product quality has a significant positive relationship with customer loyalty to telecommunications service providers. This is reinforced by Firmansyah (2019), who stated that product attributes such as reliability and innovation greatly influence repurchase decisions. Therefore, the strategy of improving product quality is the main key in creating long-term loyalty.

Price also plays an important role in influencing consumer value perceptions and purchasing decisions. According to Kotler and Armstrong (2018), price is the amount of money exchanged to obtain benefits from a product or service. Research by Pramesti and Chasanah (2021) shows that prices that are considered fair and in accordance with the benefits received increase the likelihood of customers remaining loyal. In the service industry, price is also related to flexible subscription package structures and transparency of additional costs. Thus, strategic pricing can contribute directly to customer satisfaction and loyalty.

Promotion is a communication process carried out by companies to influence consumer attitudes and behavior towards products or services. Belch and Belch (2021) state that promotion includes various activities such as advertising, sales promotions, personal selling, and public relations. A study by Salsyabila and Fadilla (2022) shows that creative and consistent promotion through various channels, both digital and conventional, increases customer engagement with brands. Effective promotion not only introduces products but also builds a positive image and perception of the company. Therefore, the right marketing communication strategy greatly influences the formation of loyalty.

Place or distribution in the marketing mix refers to the way and location in which a product or service is made available to customers. In network-based services such as telecommunications, "place" includes the service infrastructure and customer accessibility to the service (Tjiptono, 2019). Research by Pratama and Yulianthini (2022) states that strategic service locations and the company's ability to respond quickly to customer complaints greatly affect loyalty. The speed of technician access and the availability of customer service are important factors considered by service users. Therefore, optimizing service distribution is an integral part of a successful marketing strategy.

Customer loyalty is defined as a strong commitment by customers to repurchase a product or service consistently in the future despite situational pressures and marketing efforts from competitors (Oliver, 1999). Griffin (2016) added that customer loyalty reflects an emotional attachment to a brand that results in behaviors such as repeat purchases and recommendations. A study by Arianto and Febrian (2022) proves that loyalty is the result of a positive interaction between the marketing mix and customer

experience. In telecommunications services, customer loyalty is a key indicator of business success because the cost of acquiring new customers tends to be higher than retaining old customers. Therefore, customer relationship management is a major focus of contemporary marketing strategies.

Previous studies have shown that there is a significant positive relationship between the marketing mix and customer loyalty. Setiawan and Widyastuti (2020) in their study stated that the right combination of quality products, competitive prices, effective promotions, and strategic distribution can create customer loyalty in the service sector. This finding is consistent with the results of other studies such as by Arfifahani (2018) and Aling (2020) which show the influence of each element of the mix on loyalty partially. However, there is a gap in studies that discuss the application of the marketing mix simultaneously in the context of certain areas, such as Lhokseumawe. Therefore, this study is important to fill the gap in the literature and provide contextual contributions to marketing strategies in the local telecommunications sector.

METHOD

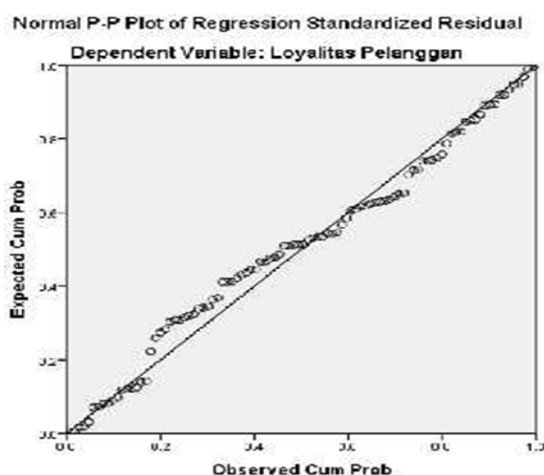
This study uses a quantitative approach with a survey method to measure the effect of the marketing mix on IndiHome customer loyalty. The quantitative approach was chosen because it can test the relationship between variables objectively based on numerical data. The survey method is used by distributing questionnaires to respondents who are active IndiHome customers. The purpose of this approach is to determine the partial and simultaneous effects of product, price, promotion, and place variables on customer loyalty. This study is associative because it tries to reveal the relationship between variables.

The population in this study were all active IndiHome customers at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City. Based on data from Telkom Lhokseumawe, the number of customers until September 2023 was recorded at 4,980 people. The sampling technique used was purposive sampling with the respondent criteria being active IndiHome customers for at least six months. The number of samples used was 98 respondents, which was determined using the Slovin formula with an error rate of 10%. The selection of this number of samples aims to ensure that the data obtained is representative for statistical analysis.

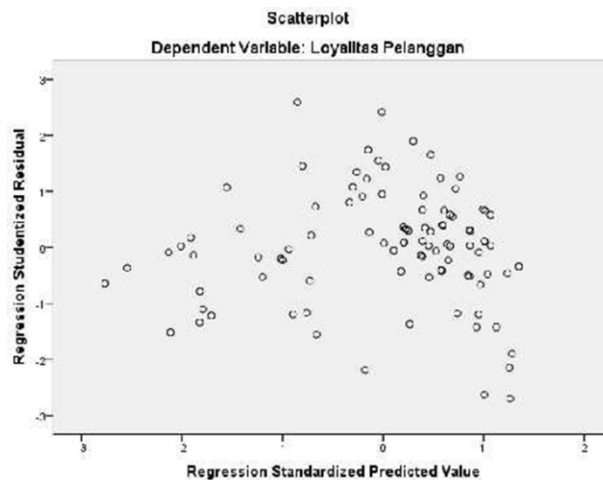
RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test



Heteroscedasticity Test



Multicollinearity

Table 1 Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.572	1,784
	Price	.624	1,604
	Promotion	.545	1,834
	Place	.438	2.283

Hypothesis Testing

Results of Correlation Coefficient and Determinant (R2) Test

Table 2 Determinant Coefficient (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.628	3.702

a. Predictors: (Constant), Place, Price, Product, Promotion

b. Dependent Variable: Customer Loyalty

Simultaneous Hypothesis Testing

Table 3 Results of F Test Analysis

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2298.624	4	574,656	41,930	.000 ^b
	Residual	1274.570	93	13,705		
	Total	3573.194	97			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Place, Price, Product, Promotion

Partial Hypothesis Testing (t-Test) and Multiple Regression

Table 4
Summary of Partial Regression Coefficients t-Test and Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,627	1,896		2,968	.004
Product	.321	.088	.299	3,647	.000
1 Price	.268	.081	.259	3.307	.001
Promotion	.226	.090	.211	2,514	.014
Place	.242	.103	.221	2.358	.020

DISCUSSION

Product, Price, Promotion and Place Simultaneously Influence Customer Loyalty

The F count was obtained at 41,930 with a significance level of 0.000, while the F table value = 2.47, so $F_{count} > F_{table}$, which is $41,930 > 2.47$, while the Sig value is $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_1 is accepted, which means that product, price, promotion, and place together have an effect on Indihome customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City.

Products Influence Customer Loyalty

From the results of the partial product test on Customer loyalty, it is known that the product has an effect on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City. Based on the results of the study, $t_{count} > t_{table} = 3.647 > 1.986$. Thus, it has an effect and is significant because $0.000 < 0.05$ on Customer loyalty. Then Reject H_0 and accept H_2 because the hypothesis states that the Product has a significant effect on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City.

Price Affects Customer Loyalty

From the results of the partial price test on Customer loyalty, it is known that the results of the study obtained $t_{count} > t_{table} = 3.307 > 1.986$. Thus, it has an effect and is significant because $0.001 < 0.05$ on Customer loyalty. Then Reject H_0 and accept H_3 because the hypothesis states that price has a significant effect on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City.

Promotions Influence Customer Loyalty

From the results of the partial test of promotion on Customer loyalty, it is known that the results of the study obtained $t_{count} > t_{table} = 2.514 > 1.986$. Thus, it has an effect and is significant because $0.014 < 0.05$ on Customer loyalty. Then Reject H_0 and accept H_4 because the hypothesis states that promotion has a significant effect on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk, Lhokseumawe City.

Place Influences Customer Loyalty

From the results of the partial test of place on Customer loyalty, it is known that the results of the study obtained $t_{count} > t_{table} = 2.358 > 1.986$. Thus, it has an effect and is significant because $0.020 < 0.05$ on Customer loyalty. Then Reject H_0 and accept H_5 because the hypothesis states that place has a significant effect on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk Lhokseumawe City.

CONCLUSION

Based on the results and discussion, several conclusions can be drawn as follows:

1. Together, products, prices, promotions and places influence the loyalty of Indihome customers at PT Telekomunikasi Indonesia Tbk in Lhokseumawe City.
2. Products have a significant influence on Indihome Customer loyalty at PT Telekomunikasi Indonesia Tbk Lhokseumawe City, because the products produced provide certain satisfaction to consumers so that they remain loyal.
3. Price has a significant effect on Indihome Customer Loyalty at PT Telekomunikasi Indonesia Tbk Lhokseumawe City, because there are prices from the lowest to the highest according to customer conditions.
4. Promotion has a significant influence on Indihome Customer Loyalty at PT Telekomunikasi Indonesia Tbk Lhokseumawe City, because there are many types of promotions every month, so consumers can use these promotions without changing products.
5. Location has a significant influence on Indihome Customer Loyalty at PT Telekomunikasi Indonesia Tbk Lhokseumawe City, because the location is easily visible to customers from all directions.

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