

The Influence of Service Quality and Product Quality on Indihome Customer Loyalty

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Abstract

Technological developments are currently increasingly rapid along with the increasing need for technology in society. Very fast technological advances, especially in terms of ease of internet access, make the need for the internet increasingly increasing. This research aims to analyze and determine the role of service quality and product quality on customer loyalty at PT Telkom Jember. The population in this research is all PT Telkom Jember customers who use Indihome products. The planned sample size was determined as 75 respondents. The analytical tools used are description analysis, validity test analysis, reliability and classical assumptions as well as research hypothesis test analysis. The results of this research are expected to show that service quality and product quality can provide a significant increase in customer loyalty at PT Telkom Jember. With good service quality, it is hoped that customers will have increased loyalty. With good product quality, it is also hoped that customer loyalty will also increase.

Keywords

service quality; product quality; customer loyalty; indihome



I. Introduction

Communication is the basis of human life. Humans can never be separated from communication, because communication is one of the ways humans as social creatures interact with each other and their environment. Communication also means a means for transferring information. Along with human needs for speed, accuracy and convenience in everything, communication is also developing. One of the most rapid forms of communication development that cannot be separated from our lives today is what we usually call the internet. According to grammar, the internet comes from the Greek "inter" which means "between". Meanwhile, according to the Wikipedia site, the internet is an abbreviation for Interconnection-networking, which is a network system that can connect every computer globally in all corners of the world. Computers connected to the internet will have the ability to exchange data and information very quickly so that the communication and information transfer process runs smoothly.

Nowadays there are more and more Internet Access Service Providers, not just monopolized by one provider. Providers compete with each other to display internet service products with their respective advantages. One of the largest providers in Indonesia is PT. Indonesian Telecommunication with its fiber optic-based Internet Service product, namely Indihome. Where this fiber optic based internet product operates with high data speed and capacity, which is generally used to connect two network points with large power. There are various advantages you will get as an IndiHome customer, including: using fiber optic technology to optimize network speed and stability. Wide coverage or network coverage so that it can reach all corners of the country.

Business competition forces companies to improve service quality and fulfill consumer desires. As time goes on, more and more competitors will emerge in the world of internet access services. Therefore, it is very necessary to carry out research on the concept of customer loyalty so that customers remain loyal to using Telkom products. Loyalty is important for companies that provide services. Loyal customers will usually provide good information about the services they have experienced. Loyalty is an important and critical concept in service management (Zeithaml, et al. 2006). Loyal customers are not easily influenced or influenced by price temptations from competitors, and they often buy more compared to customers who are not so loyal (Baldinger & Rubinson, 1996). (Hurriyati, 2015) states that customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining the company's survival. This is the main reason for a company to attract and retain customers. By retaining customers, it also indirectly increases customer loyalty (Mu'ah & Masram, 2014). Efforts to make loyal customers cannot be done directly, but through several stages, starting from looking for potential customers to getting partners. So that loyalty can increase, there are several efforts that can be made, namely improving service and also improving product quality.

According to (Kotler, 2015), service quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs. Service is an action or deed of a person or an organization to provide satisfaction to customers, fellow employees and also leaders (Lupiyoadi, 2013). The service process itself involves giving and receiving information to each other. Because if reciprocity occurs and provides a positive benefit then this will give rise to something that can increase trust. If the customer trusts, it means he feels satisfied and the needs he needs and hopes for have been met, so loyalty or fidelity will automatically arise in the customer. Several studies that also link service quality with customer loyalty are those conducted by (Verriana & Anshori, 2017), (Sutrisno, et al. 2017), (Mulyawan & Rinawati, 2016) stating that good service quality can make customers loyal. . Research conducted by: (Heidy, 2022), (Muharmi & Sari, 2019), (Qomariah, et al. 2020), (Halimah, et al. 2022), (Nurzhavira & Iriani, 2022), (Nursaid, et al. , 2020) also states that service quality can increase customer loyalty. On the other hand, research was also conducted by: (Fahrika, et al. 2019), (Nikmah, et al. 2022), (Sanosra, et al. 2022), (Qomariah et al., 2020), (Purnomo, et al. 2023), (Mu'ah, et al. 2020), (Sutrisno et al., 2017), (Qomariah, et al. 2023), (Qomariah & Ambarwati, 2022), (Setyawan, et al. 2023), (Halimah et al., 2022), (Nurzhavira & Iriani, 2022), (Qomariah et al., 2020), (Surjaatmadja, et al. 2019), (Muharmi & Sari, 2019), (Purwati & Hamzah, 2019) also states that service quality can increase customer loyalty. Meanwhile, research conducted by (Fahmi, et al. 2020), (Qomariah, 2012), (Soliha, et al. 2019) states that service quality has no effect on customer loyalty. Thus, the first research hypothesis (H1) is that the quality of service provided by service organizations can increase customer loyalty.

Apart from service quality, companies must also pay attention to the quality of the products offered. According to (Kotler & Armstrong, 2008), product quality is the ability of a product's functions such as durability, reliability, accuracy and ease of use of a particular product. Service quality is a customer perception that is formed from the customer's assessment of the superiority of the product according to the customer's needs and desires. So that customers can assess the quality of the product which is determined based on the characteristics of the product or service, if the consumer (customer) feels satisfied or dissatisfied with consuming the product. Research on product quality and

customer loyalty was carried out by: (Rosalina, et al. 2019), (Iriyanti, et al. 2016), (Anggraeni, et al. 2016), (Wedarini, 2013) who stated that product quality can increase customer loyalty. Other research is (Kurniawati, et al. 2014), (Pusparani & Rastini, 2014), (Putro, et al. 2014), (Mu'ah, Ariefin, Masram, & Qomariah, 2021), (Setiawan, et al. 2016), (Munisih & Soliha, 2015), (Hakim, 2021), (Naini, Sugeng Santoso, Andriani, Claudia, & Nurfadillah, 2022), (Tang, et al 2012), which states that product quality can increase customer loyalty. Thus, the second hypothesis (H2) in this research is: service quality influences customer loyalty.

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II. Review of Literature

2.1 Service Quality

There are several experts in the field of marketing who have developed dimensions of service quality or factors that influence service quality based on research results and experience with companies. This service quality is also a marketing component that is difficult for competitors to imitate. This is because the real form can only be felt by customers, and customers who have experienced the best quality service from a company will have special expectations that are not necessarily provided by other brands. According to Kasmir (2017), service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Of course, satisfaction can be created if customer expectations are met. According to (Kotler & Keller, 2016) states that there are five dominant factors or determinants of service quality, these five dominant factors include: Tangible; Empathy, Responsiveness, Reliability, Assurance. According to (Gronroos, 2011) summarizes that service quality can include: 1) functional quality, which emphasizes how the service is carried out, consisting of: dimensions of the contact box with consumers, attitudes and behavior, internal relations, appearance, convenience, access and service mindedness; 2) Technical quality with output perceived by consumers, including price, timeliness, speed of service and aesthetics of the output; and 3) Company reputation, which reflects the company's image and reputation in the eyes of consumers.

2.2 Product Quality

Product quality is the ability of a product to provide results in accordance with what customers expect, and can even exceed customer expectations. Product quality is one of

the keys to competition among business actors that is offered to consumers. Consumers always want to get quality products according to the price they pay, although there are some people who think that expensive products are quality products. If the company can implement this, the company will be able to continue to satisfy consumers and increase the number of consumers. According to (Kotler & Armstrong, 2012), product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. According to Tjiptono (2020), product quality is the expected level of quality and controlling diversity in achieving this quality to meet consumer needs.

2.3 Customer Loyalty

Customer loyalty has a strong impact on company performance and is considered by many companies to be an important source of competitive advantage. Customer loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future, even though situational influences and marketing efforts have the potential to cause customers to switch (Kotler & Keller, 2016). This is because with an attitude of loyalty to the company, consumers will choose to use the company's products or services repeatedly and will not be influenced by the marketing strategies carried out by other companies.

2.4 Conceptual Framework

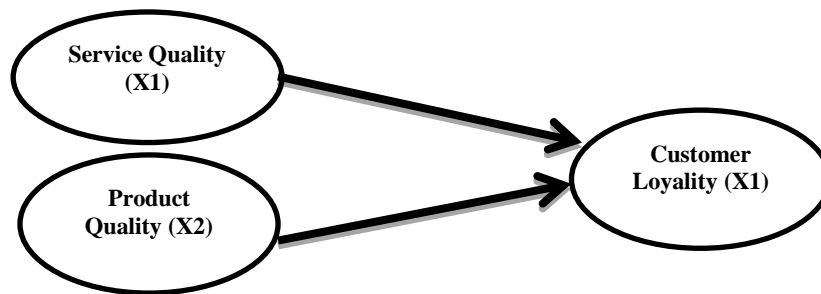


Figure 1. Conceptual Framework of the Research

III. Research Methods

This research is causality research which will test the influence of the independent variable on the dependent variable. Causal research can be said to be research that aims to investigate causal relationships (Sugiyono, 2017). Therefore, it always involves one or more independent variables (or causes of the research hypothesis) and their relationship with one or more dependent variables. Causal relationships can be tested using statistical and econometric research methods. However, in many cases, conclusions about causality are stronger if they can be based on well-designed experiments. According to (Ferdinand, 2006), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in a study is differentiated between the general population and the target population. The population in this study were all PT Telkom customers aged at least 17 years who were in Jember Regency. Sampling is based on the Slovin formula which states that it depends on the number of indicators used in each variable as a whole. The minimum number of samples in a regional study, namely ≥ 30 , can be said to be a large sample (Sekaran, 2016). Therefore, this research is planned to use a sample of 75 respondents, with sampling using special criteria. Reliability tests and reliability tests were carried out to test the research questionnaire. Meanwhile, hypothesis testing uses simple linear regression.

IV. Results and Discussion

4.1 The Influence of Service Quality on Customer Loyalty

Previous researchers have conducted a lot of research on the relationship between service quality and customer loyalty. Based on the theory of service quality, service quality is also a marketing component that is difficult for competitors to imitate. This is because the real form can only be felt by customers, and customers who have experienced the best quality service from a company will have special expectations that are not necessarily provided by other brands. Therefore, every service provider must continue to improve service quality so that customers feel satisfied with the services provided. Research on the relationship between service quality and customer loyalty. Research conducted by (Pahlevi, et al. 2021), (Putro et al., 2014), (Harun, 2015), (Kuntari, 2016), (Ariani, et al. 2019), (Shanka, 2012), (Gera, et al. 2017) which states that service quality can increase customer loyalty. Meanwhile, research conducted by (Sukamuljo, et al. 2021) stated that service quality has no effect on customer loyalty. The hope of this research is that the quality of service from PT Telkom can increase customer loyalty.

4.2 The Influence of Service Quality on Customer Loyalty

Previous researchers have conducted a lot of research on the relationship between product quality and customer loyalty. The hope of this research is that the quality of the products provided by PT. Telkom is getting better and finally can make customers loyal. Research on the relationship between product quality and customer loyalty has been carried out by many previous studies, including: (Putro et al., 2014), (Mahsyar & Surapati, 2020), (Wantara & Tambrin, 2019), (Naini et al., 2022), (Rosalina et al., 2019), which states that product quality increases customer loyalty.

V. Conclusion

Based on the explanation that has been explained regarding theory and also the results of previous research that has been carried out, the conclusions on this research design are:

1. The first research hypothesis is that the quality of service provided by PT. Telkom Jember can have an impact on customer loyalty. It is hoped that this hypothesis can be accepted after research is conducted.
2. The second research hypothesis is that the quality of the products provided by PT. Telkom Jember can have an impact on customer loyalty. It is hoped that this hypothesis can be accepted after research is conducted.

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