

The Influence Factors on the Satisfaction of Telkomsel SIM Card Users in Indonesia

Waseso Segoro, Weny Widiawati

Faculty of Economy
Universitas Gunadarma
Depok, Indonesia
waseso@staff.gunadarma.ac.id

Abstract—The complaints of using the Telkomsel SIM cards from customers increased within 3 months. Several factors such as product and service quality and price could influence customers' satisfaction. This research aims to determine the influence of product quality, service quality, and price towards the satisfaction of the employees of PT. Sinar Nirwana Sari using the Telkomsel SIM cards. The research involves validity test, reliability test, and classical assumption test which includes the normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t-test, and F-test supported by the SPSS 24.0 software. Data is primary and obtained through the distribution of questionnaires to 100 employees of PT. Sinar Nirwana Sari as respondents. Variables are measured based on the respondents' perception using the Likert's scale. The results show that partially, product quality influences the subscribers' satisfaction while service quality and price do not. Simultaneously, product quality, service quality, and price influence the subscribers' satisfaction.

Keywords—product quality; service quality; price; customer satisfaction

I. INTRODUCTION

In promoting customers' satisfaction, it is important for business executives to know and pay attention to the factors that could further that goal. Customers' satisfaction is influenced by several factors, which are product quality, service quality, personal factors, and situational factors [1]. Meanwhile, there are 5 factors that influence customers' satisfaction, which are product quality, service quality, price, emotional factors, and ease of use [2].

PT. Telkom Seluler, or more widely known as Telkomsel, is one of the biggest companies in the telecommunication business in Indonesia.

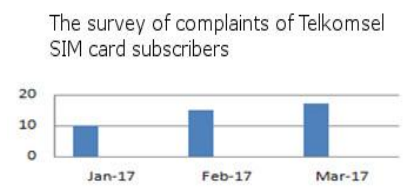


Fig. 1. The research problem.

From figure 1, complaints from customers increased within 3 months. The factors causing this increase in complaints are the very thing that the researchers want to study in this research. The researchers want to determine the influence of product quality, service quality, and price towards the satisfaction of the employees of PT. Sinar Nirwana Sari using the Telkomsel SIM cards.

II. RESEARCH VARIABLES

A. Product Quality

Product quality is the ability of a product to implement its functions [3]. It includes durability, reliability, ease of use and maintenance, and value.

B. Service Quality

Service quality is something perceived by the customers [1]. They will judge the quality of a service based on what they picture in their minds. In disappointment, customers will switch to another service provider more capable of understanding their needs and providing better services.

C. Price

Price is a sum of money that becomes the cost of a product or service or a sum of value exchanged by customers for the benefits of having or using certain products or services [4].

D. Customer Satisfaction

Customer satisfaction is a state of contentment, happiness, or pride felt by the customers when receiving a product or service offered above similar ones [5].

E. Research Framework

Independent Variables (X) Dependent Variable (Y)

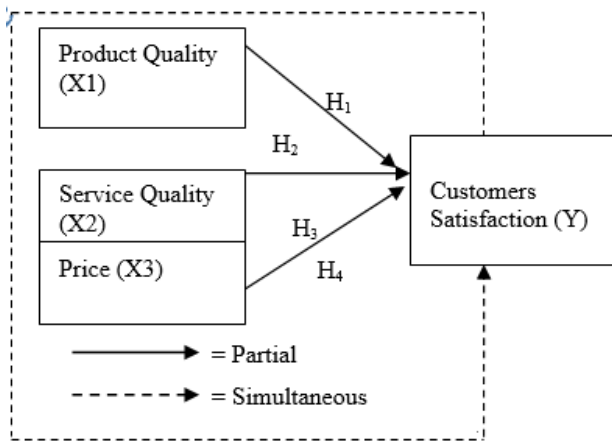


Fig. 2. Research framework.

Hypotheses:

- H1: Product quality influences customers' satisfaction
- H2: Service quality influences customers' satisfaction
- H3: Price influences customers' satisfaction
- H4: Product quality, service quality, and price influence customers' satisfaction

III. RESEARCH METHODOLOGY

The analysis technique used in this research is multiple linear regression with the employees of PT. Sinar Nirwana Sari using the Telkomsel SIM cards as the population. Sample size is 100 respondents. The data used in this research is primary and gathered through the distribution of questionnaires containing a list of questions to be answered by the respondents. Data is analyzed by conducting a series of tests which are the validity test, reliability test, descriptive test, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, t-test, F-test, and coefficient of determination test supported by SPSS 24.0.

IV. RESULTS AND DISCUSSIONS

Product quality significantly and positively influences the satisfaction of Telkomsel SIM card subscribers. Service quality does not influence the satisfaction of Telkomsel SIM card subscribers. They already feel comfortable with the current services provided by Telkomsel. Price does not influence the satisfaction of Telkomsel SIM card subscribers. More expensive service cost is something acceptable since Telkomsel's signal coverage reaches the remote locations where the subscribers work. The variables of Product Quality, Service Quality, and Price simultaneously pose a significant influence on the satisfaction of Telkomsel SIM card subscribers.

V. CONCLUSION AND IMPLICATIONS

Telkomsel is expected to be able to maintain its reputation as a telecommunication service provider with good product quality. Even though the research results show that service quality does not influence customers' satisfaction, Telkomsel should continue innovating to improve its service quality. In the long run, better service quality will only increase the customers' loyalty in using Telkomsel's services. Telkomsel should consider providing more facilitating products with better services that suit the service cost it offers. This research can be used as a reference in conducting future studies, especially on product and service quality, price, and customers' satisfaction. Future researchers are encouraged to widen the scope of the variables or add new ones, such as emotional factors and cost.

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