Dual Play Product Quality and Service Quality Towards Indihome Customer Satisfaction at PT Telkom Indonesia Tbk in Makassar City

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ABSTRACT

This research is a quantitative study using a survey method that aims to determine the partial and simultaneous effect of Dual Play product quality and service quality on PT Telkom Indonesia Tbk IndiHome customer satisfaction, in the KTI Regional Division of Makassar City. The population in this study are all IndiHome customers of the Dual Play package service (Internet + TV and Internet + Phone) of PT Telkom Indonesia Tbk, KTI Regional Division Makassar City as of October 2021, which is 79,499 people. The research sample was taken based on probability sampling technique, while determining the number of samples using the slovin formula with an error rate of 0.05, and determined a sample of 397 customers with certain sample criteria. Whereas, data analysis method used in this study is multiple linear regression analysis. The results showed that (1) Dual Play product quality and service quality had a positive and significant partial effect on IndiHome Dual Play (Internet + TV) customer satisfaction in the KTI Regional Division of Makassar City, (2) Dual Play product quality and service quality had an effect positive and simultaneously significant to customer satisfaction of the IndiHome Dual Play (Internet + TV) package in the KTI Regional Division of Makassar City. This research can be used as a reference for future researchers related to service quality on customer satisfaction. Because previous research focused on service quality.

Keywords: Dual play product quality, service quality, customer satisfaction;

INTRODUCTION

Today the development of the business world is marked by increasingly competitive competition, forcing every company to maximize the effectiveness of its marketing activities in order to survive and excel in competing in the market more effectively than its competitors. Marketing has an important role in influencing the activities of a company to increase profits, develop and maintain the company's long-term viability, and achieve the company's vision and mission (Arhas et al. 2022; Helmi, Arrafiqurrahman, and Maryoni 2015; Kurniawan 2013; Wijayanti 2017).

Effective marketing can target the market precisely and can satisfy the needs and wants of customers (Sulistyawati and Seminari 2015). Based on that, the company can generate profits and customers will be satisfied with product quality and service quality (Effendy 2018; Wirtz and Loveclock 2016). A good marketing strategy is supported by the company's efforts to continue to be creative and innovate by taking into account the company's internal and external circumstances and situations.

According Daga (Daga 2017a) Product quality is a characteristic possessed by the product to support the achievement of satisfaction with customer needs. In addition, according (Indrasari, 2019) Service quality is a characteristic feature of a product or service as a whole that is owned to support its ability to meet customer needs directly or indirectly. In the service business, such as internet service providers that offer fixed broadband services, companies are required to be

able to read situations in the face of competition. especially now that the internet has become the main need for every human being and almost every human need can be fulfilled through the internet, not only in social and economic life but also in the world of politics globally (Ismail and Yusuf 2021; Sanjaya et al. 2022).

In Indonesia, there are several internet service providers that provide fixed broadband services, namely IndiHome, Firstmedia, MNC Play, BizNET and MyRepublic. In this study, the authors chose IndiHome as the research object because IndiHome is the market leader in fixed broadband services in Indonesia. Evidenced by the World Bank report in the publication Databoks IndiHome dominates the fixed broadband internet market with the highest number of subscribers in Indonesia at 87%.

Based on annual reports Telkom (2020) since 2019, other major fixed broadband providers such as First Media, BizNet, MNC Play and MyRepublic have been competing with IndiHome. And among IndiHome's competitors, Firstmedia is a competitor in the B2C (Business-to-Customer) customer segment, with middle and upper class customers.

The number of competitors and the increasing number of customers is a challenge for Telkom to improve the quality of IndiHome services and services to customers, due to the increasingly strong demand to provide the best customer experience in order to support various people's daily activities starting from work, sports, school, shopping. , entertainment and even entrepreneurship.

In serving customers by interacting or transacting directly, Telkom provides Plasa as a service channel and CSR (Customer Service Representative) officers who are equipped with Service Excellence aspects, namely friendliness, comfort, speed and accuracy, as well as service scope, namely answering customer needs for information about subscriptions. , questions such as trouble complaints, opening isolation and unsubscribing, as well as other information services. And to transact or interact indirectly, Telkom provides the MyIndiHome application so that it can fulfill the need for customer subscription information flexibly. MyIndiHome can be used to register for an IndiHome subscription, subscribe to various additional features, report disturbances, check bills, usage info, (Telkom 2020b)

Other efforts made by Telkom to improve service quality and make it easier for customers to obtain subscription information, customers can also resolve complaints or suggestions related to products and services to management through other media such as: (1) Call Center (2) Social media: Facebook, Twitter , and Instagram. (3) Via web chat at www.Indihome.co.id, and (4) E-mail: customercare@telkom.co.id.

Then through Telkom Access, Telkom provides the Telkom Access Command Center as a digital access network management and control center. Telkom Access Command Center facility can detect or predict potential disturbances in an area and can generate fault tickets automatically which then direct field technicians to provide proactive actions to customers in resolving network disturbances quickly (Telkom 2020b). However, with IndiHome product services and service facilities provided to customers today, in fact they still have various problems or customer complaints. This is known by the author from one of IndiHome's social media, namely Twitter.

According to (Firmansyah, 2018) Customer satisfaction is a feeling that arises after the customer compares the product performance obtained with the expected product performance. And according to (Rahayu et al., 2020) Customer satisfaction is an evaluation carried out with alternative choices that are at least equal to or exceed what the customer expects.

METHODS

This research uses a quantitative approach, namely the use of numerical data (Sugiyono 2019). The research was conducted at PT Telkom Indonesia Tbk KTI Regional Division Makassar City which is located at Jalan AP Pettarani No. 2 Macassar. The population in this study are all IndiHome customers of the Dual Play package service (Internet + TV and Internet + Phone) of PT Telkom Indonesia Tbk, KTI Regional Division Makassar City as of October 2021 of 79,499 people. The research sample was taken based on probability sampling technique, while to determine the number of samples using the slovin formula with an error rate of 0.05 and a sample of 397 customers was determined with sample criteria, based on B2C (Business-To-Customer) segment customers, age of indiHome customers, respondent's gender, IndiHome customer's type of work, IndiHome customer's subscription period, IndiHome customer's internet speed, number of connected devices, users of the Dual Play (Internet + TV) package, and IndiHome subscribers domiciled in Makassar City.

The data collection techniques are carried out to obtain secondary data by reading and recording information that is relevant to the object of research (sugiyono 2017). Meanwhile, data collection was carried out to obtain primary data by filling out a questionnaire using the Google form and distributing it to respondents using IndiHome in the Makassar City area. Each question point will be assessed or evaluated with a certain scale. The questions asked were related to Dual Play (Internet + TV) products and service to customer satisfaction for IndiHome regional division of PT Telkom Indonesia Tbk KTI Makassar City. The data obtained from the questionnaire results were then processed according to the respondents' responses.

RESULTS AND DISCUSSION
Classic assumption test

The normality test is used to determine whether the distribution of data or variables analyzed is normally distributed or not. With normality testing requirements, if the significance value is > 5% or 0.05 then the variable is said to be normally distributed. The results of the normality test using IBM SPSS 26 are as follows:

Table 1.
Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		397
Normal Parameters, b	Means	.0000000
	Std. Deviation	2.53084810
Most Extreme Differences	absolute	040
	Positive	040
	Negative	-.032
Test Statistics		040
asymp. Sig. (2-tailed)		.131c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data processed by SPSS 26, 2022.

Based on table 1 of the test results and the basis for decision making, it can be concluded that the research data is normally distributed because the significance value generated in the normality test is 0.131 > 0.05.

Multicollinearity test is used to determine the absence of correlation between independent variables in a regression model. testing a regression model, this can be seen by comparing the tolerance value and the variance inflation factor (VIF) value. In general, the cut-off value used to prove the existence of multicollinearity is a tolerance value ≤ 0.10 or the same as a VIF value ≥ 10. The results of the multicollinearity test using IBM SPSS 26 are as follows:

Table 2.
Multicollinearity Test

Collinearity Statistics	
tolerance	VIF
.532	**1878**
.532	**1878**

Source: Primary data processed by SPSS 26, 2022.

Based on table 2, testing the tolerance value for product quality and service quality is 0.532 > 0.10 and the VIF value is 1.878 < 10. So it can be said that there are no symptoms of multicollinearity in the multiple linear regression equation in this study.

The heteroscedasticity test is used to determine whether a regression model has variance differences between residuals in one observation to another. With the Glejser test used, to test the regression on the absolute value of the residuals on the independent variables, the regression model is said to have no heteroscedasticity if the significance probability is above the 5% confidence level or sig > 0.05. The results of the heteroscedasticity test using IBM SPSS 26 are as follows:

Table 3.
Heteroscedasticity Test

Coefficientsa			
Model		t	Sig.
1	(Constant)	5,636	0.000
	Product quality	-1,771	0.077
	Service quality	-1,514	0.131

a. Dependent Variable: Abs_Res

Source: Primary data processed by SPSS 26, 2022.

Based on table 3 of the heteroscedasticity test, the significance value in the product quality table is 0.077 and service quality is 0.131. So it can be concluded that it is known that the resulting

significance value is > 0.05 so that it can be stated that there are no symptoms of heteroscedasticity in the multiple linear regression equation in this study.

Multiple linear regression analysis

Multiple linear regression analysis is used to determine the relationship of the independent variable (X) to the dependent variable (Y) and how much influence the two independent variables (product quality and service quality) have on the dependent variable (customer satisfaction). The results of testing multiple linear regression analysis using IBM SPSS 26 are as follows:

Table 4.
Multiple Linear Regression Analysis

Variable	Coefficient Regression	T Count	Sig	Ket.
Product quality	0.333	12,096	0.000	Significant
Service quality	0.172	6,307	0.000	Significant
Constant	9,876	5,096	0.000	Significant
F	272,682			
Prob F	0.000			
R	0.762			
R square	0.581			

Source: Data processed by SPSS 26, 2022.

Based on table 4 the results of multiple linear regression analysis obtained a constant value (α) of 9.876, while the value of the product quality regression coefficient was 0.333 and the service quality regression coefficient value was 0.172, so the regression equation is:

$Y = 9.876, + 0.333 X1 + 0.172 X2 + e$

So that the results of the calculation above can be explained as follows:

First, the constant value is 9.876, which means that if the value of product quality and service quality is 0 then the level of customer satisfaction using the IndiHome Dual Play (Internet + TV) package is 9.876. Second, the value of the regression coefficient for product quality X1 is 0.333, which means that if the variable value for product quality X1 increases by 1, it will affect the increase in customer satisfaction for the IndiHome Dual Play (Internet + TV) package by 0.333. Meanwhile, if the product quality value decreases by 1, it will have an impact on decreasing customer satisfaction for the IndiHome Dual Play (Internet + TV) package. Third, the service quality regression coefficient value X2 is 0.172, meaning that if the value of the service quality variable increases by 1, it will affect the increase in IndiHome Dual Play (Internet + TV) customer satisfaction by 0.172. Meanwhile, if the value of service quality decreases by 1, it will have an impact on decreasing customer satisfaction for the IndiHome Dual Play (Internet + TV) package. Fourth, the most dominant variable influencing customer satisfaction using the IndiHome Dual Play (Internet + TV) package is product quality (X1) with the highest regression coefficient value of 0.333 compared to the service quality variable of 0.172.

Partial Test (T Test)

Partial test (T test) is used to determine the effect of each independent variable on the dependent variable. In this study it was used to examine the partial effect of product quality variable (X1) on customer satisfaction variable (Y) and service quality (X2) on customer satisfaction variable (Y). With the basis of decision making for the partial test (T test), namely: a significance level of 0.05 (α = 5%), if the value of Sig. <0.05, the independent variable (X) has a significant effect on the dependent variable (Y), and the t count > t table means that the independent variable (X) has an effect on the dependent variable (Y). The results of the partial test (T test) using IBM SPSS 26 are as follows:

Table 5.
Partial Test (T Test)

Coefficientsa		t	Sig.
Model			
1	(Constant)	5,096	.000
	Product quality	12,096	.000
	Service quality	6,307	.000
a. Dependent Variable: Customer Satisfaction			

Source: Primary data processed by SPSS 26, 2022.

Before interpreting the value of the partial test results above, it is important to know the value of the t table in this study. The t table formula, as follows:

n–k
n = number of samples (397)
k = variable studied (3)
Then based on the formula above:
t table = 397 – 3
t table = 394

The result of the sum above is then entered in the excel formula as follows:
= TINV (0.05,394)
= 1.966

So, the T table in this study is 1.966.

Based on table 5 of the partial test results and the significance value, it can be explained as follows:

First, the partial effect of product quality on customer satisfaction, obtained t value 12.096 > t table 1.966 and a sig value of 0.000 <0.05. These results determine that product quality has a positive and significant effect. This means that the hypothesis is accepted and the product quality of the IndiHome Dual Play (Internet + TV) package has a partial effect on customer satisfaction. Second, the partial effect of service quality on customer satisfaction, partially calculated t value 6.307 > t table 1.966, and sig value 0.000 <0.05. These results determine that service quality has a positive and significant effect. This means that the hypothesis is accepted and service quality has a partial effect on IndiHome Dual Play (Internet + TV) customer satisfaction.

Simultaneous test (Test F)

Simultaneous test (Test F) is used to determine the effect of the independent variables simultaneously (together) on the dependent variable. In this study, it was used to examine the simultaneous effect of product quality variables (X1) and service quality variables (X1) on customer satisfaction (Y) using the IndiHome Dual Play (Internet + TV) package.

With the basis of decision making for the simultaneous test (Test F), namely: a significance level of 0.05 ($\alpha = 5\%$), if the value of Sig. <0.05, the independent variable (X) simultaneously has a significant effect on the dependent variable (Y) and the value of f count > f table, so the independent variable (X) simultaneously has an effect on the dependent variable (Y). The results of simultaneous testing using IBM SPSS 26 are as follows:

Table 6.
Simultaneous Test (Test F)

ANOVAa				
Model		df	F	Sig.
1	Regression	2	272.68	.000b
	residual	394		
	Total	396		

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality, Product Quality

Source: Primary data processed by SPSS 26, 2022.

Before interpreting the values from the simultaneous test results above, it is important to know the value of the f table in this study. The f table formula, as follows:
DF1 = k – 1
DF2 = n – k
n = number of samples (397)
k = variable studied (3)
Then based on the formula above:
DF1 = 2
DF2 = 394

The result of the sum above is then entered in the excel formula as follows:
= FINV(0.05,3,394)
= 3.018

So, the F table in this study is 3.018.

Based on table 8 of the results of simultaneous and significance tests, it is explained that the significance value is 0.000 <0.05 and the calculated F value is 272.682 > F Table 3.018. So it can be concluded that IndiHome's Dual Play (Internet + TV) product quality and service quality have a positive and significant effect on customer satisfaction.

Coefficient of determination (R Square)

The coefficient of determination is used to determine the mathematical magnitude (percentage) of the effect of the independent variables simultaneously on customer satisfaction with the IndiHome Dual Play package. with a significance level of 0.05 ($\alpha=5\%$). The results of simultaneous testing using IBM SPSS 26 are as follows:

Table 7.
Coefficient of Determination (R Square)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.762a	0.581	0.578	2,537

a. Predictors: (Constant), Service Quality, Product Quality

Source: Primary data processed by SPSS 26, 2022.

Based on table 9, the results of the coefficient of determination test show that the R Square value resulting in the multiple linear regression equation is 0.581, which means that the product quality of the IndiHome Dual Play (Internet + TV) package and service quality together affect customer satisfaction by 58.1%, and the remaining 41.9% is influenced by variables not examined in this study.

Discussion

Effect of Product Quality on Customer Satisfaction

The results of the multiple linear regression test prove that the regression coefficient for product quality is positive with a value of 0.333, which means that if product quality increases by 1, it will have an impact on IndiHome Dual Play (Internet + TV) customer satisfaction of 0.333. Meanwhile, if there is a decrease in product quality by 1, then customer satisfaction for the IndiHome Dual Play (Internet + TV) package will decrease by 0.333.

In the partial test, the t count value is 12.096 > t table 1.966, and the sig value is 0.000 <0.05. These results determine that product quality has a positive and significant effect. This means that the hypothesis is accepted and the product quality of the IndiHome Dual Play (Internet + TV) package has a partial effect on customer satisfaction. The positive sign regression coefficient obtained explains the meaning of IndiHome Dual Play (Internet + TV) customer satisfaction dependence as predicted by product quality (X1). The dependence on customer satisfaction shows that indicators of product quality consisting of performance, features, conformance, durability, and serviceability are truly able to reveal the correlation of product quality to customer satisfaction of the IndiHome Dual Play (Internet + TV) package.

The findings in this study are in line with the theory put forward by (Daga 2017b) which state that product quality is a characteristic possessed by the product to support the achievement of satisfaction with customer needs. Customer satisfaction will encourage customers to use or repurchase the same product and form customer loyalty to the product. However, if they feel disappointed, the customer will not use or buy the same product again. Satisfied or dissatisfied customers are customer perceptions that are formed after comparing the expected product performance with their experience of the product performance received.

The findings in this study are in line with research conducted by (Rahayu et al., 2020). The results of this study are, product quality has an influence on customer satisfaction and service quality has

no effect on customer satisfaction, so it is concluded that management must pay more attention to product quality, service quality and customer value to customers in order to increase the level of IndiHome customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

The results of the multiple linear regression test prove that the regression coefficient for service quality is positive with a value of 0.172, which means that if service quality increases by 1, it will have an impact on IndiHome Dual Play (Internet + TV) customer satisfaction by 0.172. Meanwhile, if there is a decrease in service quality by 1, then customer satisfaction for the IndiHome Dual Play (Internet + TV) package will decrease by 0.172.

In the partial test, the t count value is 6.307 > t table 1.966, and the sig value is 0.000 <0.05. These results determine that service quality has a positive and significant effect. This means that the hypothesis is accepted and service quality has a partial effect on IndiHome Dual Play (Internet + TV) customer satisfaction. The positive sign regression coefficient obtained explains the meaning of IndiHome's dependency on customer satisfaction of the IndiHome Dual Play (Internet + TV) package which is predicted by service quality (X2). The dependence on customer satisfaction indicates that the indicators of service quality consisting of reliability, responsiveness, assurance, empathy, and tangible are really able to reveal the correlation of product quality to customer satisfaction of the IndiHome Dual Play (Internet + TV) package.

The findings in this study are also supported by the theory put forward by Kotler and Armstrong in(Indrasari, 2019), service quality is a characteristic feature of the overall property of a product or service to support its ability to satisfy customer needs directly or indirectly. Quality service if the service can meet the expectations and needs of customers so as to create customer satisfaction. Meanwhile, if the service is not in accordance with the expectations and needs of customers, the service will be perceived as bad service. For this reason, companies must be able to provide a pleasant service experience to customers.

The results of the research are in line with the research conducted by (Abdullah & Madiawati, 2021). The results of this study indicate that service quality, product quality, price affect customer satisfaction with IndiHome products, but improvements still need to be made such as services provided to customers, internet network, postpaid system and what are the company's efforts to influence customers to be able to recommend IndiHome products to others.

Effect of Product Quality and Service Quality on Customer Satisfaction

If the simultaneous test results prove that the calculated F value is 272.682 > F table 3.018 and a significance value of 0.000 <0.05. So based on the basis of decision making and the results of simultaneous testing, it is concluded that product quality and service quality have a positive and significant effect on customer satisfaction for the IndiHome Dual Play (Internet + TV) package. Furthermore, with the coefficient of determination test that has been carried out, it shows that the R Square value resulting in the multiple linear regression equation in this study is 0.581, which means product quality and service quality simultaneously (together) affect customer satisfaction for the IndiHome Dual Play (Internet + TV) package. 58.1%, the remaining 41.9% is influenced by variables not examined in this study.

Product quality and service quality are two forms of quality that are felt directly by customers. This study proves that product quality and service quality simultaneously have a positive and significant effect on customer satisfaction. If the product quality and service quality are better perceived by the customer, the higher the level of satisfaction felt by the customer. The

magnitude of the coefficient of determination shows a simultaneous effect of 58.1% proving that product quality (X1) and service quality (X2) through their indicators are able to predict the level of customer satisfaction of the IndiHome Dual Play (Internet + TV) package. From various reviews in previous research and various theories regarding customer satisfaction support the findings in this study.

This research is supported by the theory put forward by (Daga 2017b), customer satisfaction can be achieved with the support of product quality. Furthermore, according to Kotler and Armstrong in (Indrasari, 2019), service quality is the characteristic feature of a product or service as a whole that is owned to support its ability to meet customer needs directly or indirectly. The results of this study are supported by research conducted by (Mahira et al., 2021). namely, (1) product quality has a significant effect on customer satisfaction (2) service quality has a significant effect on customer satisfaction.

CONCLUSION

Based on the results of the research that has been put forward, the conclusions in this study are: Product quality of the IndiHome Dual Play (Internet + TV) package and service quality have a positive and partially significant effect on customer satisfaction in the KTI Regional Division of Makassar City. In addition, the product quality of IndiHome's Dual Play (Internet + TV) package and service quality simultaneously have a positive and significant effect on customer satisfaction in the KTI Regional Division of Makassar City. From the results of the tests that have been carried out, it can be seen that many customers are dissatisfied with the results of the services provided to them, especially in the reliability aspect, in this case the Telkomgroup should improve the quality of service to customers. Indihome can provide more accurate services,

Telkomgroup uses digital touch points to measure customer satisfaction, using the Net Promoter Score (NPS) method to improve quality for customers both in terms of products and services. However, referring to the reliability aspect, it would be nice if Telkomgroup made a special application to assess the technician services provided to customers, then conduct performance evaluations every semester so that they can correct and improve all deficiencies in the service system that is being implemented. In addition, for advanced researchers, they should examine other variables outside of this study to analyze customer satisfaction. Apart from the variable aspects to be studied, other researchers can also use a qualitative approach so as to produce findings that are different from other existing findings.

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