THE INFLUENCE OF FACILITIES, QUALITY OF INFORMATION AND SERVICES ON TELKOMSEL CUSTOMER SATISFACTION

Tahan Marusaha Nababan[1], Junita Lubis[2], Yuniman Zebua[3]
Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu
Tahannababan19@gmail.com, Junitayuri@yahoo.com, oinitehezeb@gmail.com

Abstract

This study aims to determine the effect of facilities, information quality and service quality on Telkomsel customer satisfaction. This study uses quantitative methods using questionnaires and interviews. In this study, the sample used was 87 people. The results showed that for the facility variable (X1), the tcount value was 3.319 with a significance level of 0.003. When compared with the ttable value, then tcount (3.319) > ttable 1.664) and a significance level of 0.003 <0.05. This means that partially facilities affect customer satisfaction. Thus means the hypothesis can be accepted. For the information quality variable (X2), the tcount value is 4.208 and a significance level of 0.000. When compared with the ttable value, then tcount (4.208) > ttable (1.664) and a significance level of 0.000 <0.05. This means that partially the quality of information affects customer satisfaction, thus meaning the hypothesis can be accepted. For the service quality variable (X3), the tcount value is 5.874 and a significance level of 0.000. When compared with the ttable value, then tcount (5.874) > ttable (1.664) and a significance level of 0.000 <0.05. This means that partially service quality affects customer satisfaction. Thus means the hypothesis can be accepted.

Keywords: facilities, information quality, service quality, customer satisfaction

INTRODUCTION

More and more business people in the field of communication are growing rapidly. The more businesses that emerge, the more entrepreneurs who are able to create more competitive business competition. Companies must understand the needs and wants of their customers. And can provide useful information for the company . in order to build a marketing strategy to provide customer satisfaction and the most important thing is to be able to survive in the competition.

Telkomsel is one of the largest telecommunication service providers in Indonesia. The Telkomsel company has been established in Indonesia since 1995. Telkomsel is the first operator to provide 2G, 3G, 4G LTE and 5G networks in 2020. Telkomsel's mobile operator has a very large and varied number of subscribers. To meet the needs of customers, Telkomsel provides two services, namely prepaid services and postpaid services. Telkomsel's prepaid services are Simpati and AS cards while postpaid services are the HALO Card Telkom.com In (Diotiharta et al., 2023).

Cellular phones require an internet network in their operating system. Telkomsel is a service that provides facilities, quality information and services. Customer convenience with the availability of facilities owned by Telkomsel. In order to obtain superior standards in the existing competition, the company must create satisfaction for its customers. Customer satisfaction can be fulfilled by the company, for example through improving facilities. Based on the results of an interview with one of the customers, the facilities provided by the Telkomsel company were not sufficient. Many complain about the facilities provided by the Telkomsel company. For example, the My Telkomsel application has an error in 2021 which means customers cannot open the application and cannot make transactions on My Telkomsel.

In addition to facilities, the quality of information is also one of the factors that influence customer satisfaction. Information quality is when a product has clear detailed information so it has value. Based on the results of interviews in the field, the quality of information on Telkomsel products is said to be quite good. Telkomsel companies often provide information about their products via SMS, but the information sent via SMS sometimes has weaknesses. If the customer does not understand, he will be redirected to an available link. Customers find it complicated because they are required to use the internet network to open links about Telkomsel product information.

Service quality is related to customer satisfaction. Thus providing encouragement to customers to establish strong bonds with the company. To determine the level of customer satisfaction, it is necessary to know the quality of service provided by the Telkomsel Company to its customers. Customers are often disloyal due to the poor service received by customers or the quality of service that is decreasing from what customers expect. Service in this case is interpreted as a service delivered by the service owner in the form of convenience, speed, ability and hospitality shown through attitudes and characteristics in providing services for customer satisfaction.

Some previous research by (Amarin & Wijaksana, 2021), (Hasibuan, 2018). The results of this study stated that the variables studied were related to one another. But on research (Amarin & Wijaksana, 2021) the object under study is not a communications company but an E-Commerce. And the findings state that there is a positive influence between variable X and variable Y.

Based on the description above, there has been no specific research that examines Telkomsel operator communication companies. this became the basis for this research entitled The Influence of Facilities, Information Quality and Service on

Telkomsel Customer Satisfaction in Labuhanbatu University Management Students. This study aims to determine the relationship between facility variables, information quality and service quality on customer satisfaction in case studies of Management students at Labuhanbatu University. The results of this study hopefully will provide benefits for future researchers who will conduct the same research.

RESEARCH METHODS

The research objectives used in this study are conclusive, namely where researchers have seen previous research that discusses the relationship between the same variables. The type of analysis used is causal or causal relationship. Which means if the dependent variable (Y) is influenced by the independent variable (X).

In this study the method used is a quantitative method. According to (Reventiary, 2016) Quantitative is a research method based on positive thinking that actually happened or reality, which is needed to research on a certain population or sample, collecting data by specifying research equipment, analyzing data that is quantitative or statistical in nature, which aims to be able to evaluate hypotheses that have been determined. Meanwhile according to (Indrasari, 2017) Quantitative research also requires hypotheses and testing after determining the next steps, namely determining the analytical techniques and statistical formulas to be used.

The research strategy in this study was to use a survey method. This method is commonly used in research that uses quantitative methods. The purpose of this method is to study a large or small population. This was done by means of a random sample selected from a population in this study, namely students of the Labuhanbatu University management study program. survey methods used include, interviews and questionnaires. The interview will be conducted directly from the source. Based on the research objectives of descriptive statistical analysis techniques. Based on the data that has been collected by researchers, the data will be analyzed using the classic assumption test, hypothesis testing. Using SPSS tools.23.

RESULTS AND DISCUSSION

Classic assumption test
Normality Test Results

On the histogram graph, it is said that the variables are normally distributed on the histogram graph in the form of a bell if the distribution of the data is not skewed to the left or skewed to the right. The test results can be seen in the following graph:
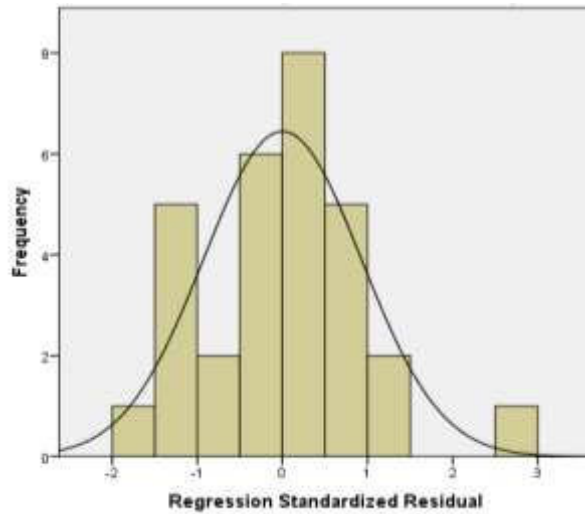
Figure 1 Histogram on the Normality Test
Source: Data processed by SPSS (2023)

From Figure 1 it can be seen that the residual data is normally distributed, this is indicated by the data distribution which is in the form of a bell and does not slant to the left or right. To ascertain whether the data along the diagonal line is normally distributed, the Kolmogorov-Smirnov Test is carried out. The following are the results of the Kolmogorov-Smirnov Test:

Table 1 Kolmogorov-Smirnov Test

		Unstandardized Residual
N		87
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.35557236
Most Extreme Differences	Absolute	.108
	Positive	.108
	Negative	-.069
Kolmogorov-Smirnov Z		.594
Asymp. Sig. (2-tailed)		.872

Based on Table 6 it is known that Asymp. Sig. (2 tailed) is 0.872 and above the significant value (0.05), thus the residual variable is normally distributed.

Heteroscedasticity Test Results

Heteroscedasticity will not occur if none of the independent variables is statistically significant affecting the absolute value of the dependent variable (abs). If the significance probability is above the 5% confidence level, it can be concluded that the regression model does not lead to heteroscedasticity. The following is the heteroscedasticity graph in Figure 2 as follows:
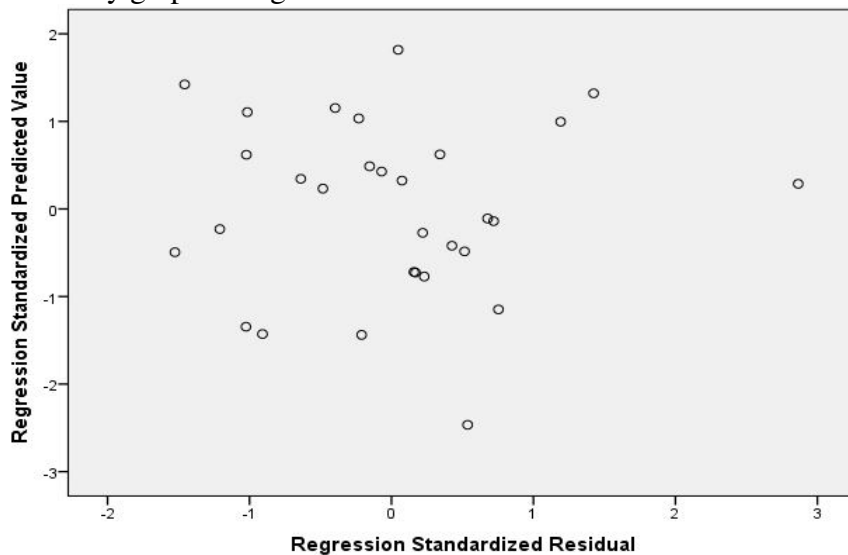

Figure 2 Heteroscedasticity Graph
Source: Research Results, 2023

With graphical analysis, a regression model is considered to have no heteroscedasticity if the points spread randomly and do not form a clear clear pattern and are spread above or below zero on the Y axis. So in Figure 2 it shows that the points spread randomly then there is no heteroscedasticity.

Multicollinearity Test Results

Table 2. Multicollinearity test results

Variabel	Tolerance	VIF
Facilities	.818	1.222
Quality Of Information	.789	1.267
Services	.885	1.130

Sumber : Data di olah, 2023

Table 2 shows that the VIF value of facilities (X1) is 1.222, information quality (X2) is 1.267, service quality (X3) is 1.130 <10, so multicollinearity does not occur. From the Facility VIF Tolerance value (X1) of 0.818, information quality (X2) of 0.789, service quality (X3) of 0.885 > 0.1, multicollinearity does not occur.

Multiple Linear Regression Test Results

Table 3 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	21.780	6.184		3.522	.002
1 Facilities	.552	.166	.407	3.319	.003
Quality Of Information	.500	.119	.525	4.208	.000
Services	.929	.158	.748	5.874	.000

Source: Research Results, 2023

From these values a regression equation model can be formed as follows:
Y = 21.780 + 0.552X1 + 0.500X2 + 0.929X3 + e

Based on Table 3, if you look at the B value in the Unstandardized Coefficients column, it can be seen that the coefficient value of each variable. Constant (a) = 21.780. This value means that if there are no facilities, information quality and service quality variables (zero value), then customer satisfaction is 21.780, Coefficient X1 (b1) = 0.552. This value means that if the facility increases by one unit, customer satisfaction will increase by 0.552, Coefficient X2 (b2) = 0.500. This value means that if the quality of information increases by one unit, then customer satisfaction will increase by 0.500, and the coefficient X3 (b3) = 0.929. This value means that if the service quality increases by one unit, then customer satisfaction will increase by 0.929.

Test Results t

Table 4 Test Results t

Variabel	Tolerance	VIF
Facilities	3.319	.003
Quality Of Information	4.208	.000
Services	5.874	.000

Source: Research Results, 2023

For the facility variable (X1), the tcount value is 3.319 with a significance level of 0.003. When compared with the ttable value, then tcount (3.319) > ttable 1.664) and a significance level of 0.003 <0.05. This means that partially facilities affect customer satisfaction. Thus means the hypothesis can be accepted. For the

information quality variable (X2), the tcount value is 4.208 and a significance level of 0.000. When compared with the ttable value, then tcount (4.208) > ttable (1.664) and a significance level of 0.000 <0.05. This means that partially the quality of information affects customer satisfaction, thus meaning that the hypothesis can be accepted. For the service quality variable (X3), the tcount value is 5.874 and a significance level of 0.000. When compared with the ttable value, then tcount (5.874) > ttable (1.664) and a significance level of 0.000 <0.05. This means that partially service quality affects customer satisfaction. Thus means the hypothesis can be accepted.

F test results

Table 5 Simultaneous Test Results (Test F)

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	120.077	3	30.019	14.083	.000[b]
1	Residual	53.290	83	2.132		
	Total	173.367	87			

Source: Research Results (Data processed by SPSS), 2023

Based on Table 5 above, the Fcount value is 14.083 and the Sig value is 0.000. While the Ftable value used is the value of the F distribution with degrees of freedom df1 = (k-1) = (4-1) = (3) and df2 = (n-k) = (83) at α = 0.05, which is 2.71. Furthermore, the Fcount value is compared with the Ftable value, so Fcount (14.083) > Ftable (2.71) is obtained and the significance level is 0.00 <0.05. This shows that facilities, information quality and service quality simultaneously influence customer satisfaction. Thus means the hypothesis can be accepted.

Coefficient of Determination test results

Table 6. Test Results for the Coefficient *of Determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	.693	.643	1.460

Source: Research Results (Data processed by SPSS), 2023

The magnitude of the coefficient of determination (R2) can be seen in the Adjusted R Square column which is equal to 0.643. This value means that customer loyalty can be explained by facilities, information quality and service quality by 64.3%. While the remaining 35.7% is influenced by other variables not examined in this study

Discussion

1. Facilities for Customer Satisfaction

The facility variable as described in the partial hypothesis testing shows results that have an influence on Telkomsel's customer satisfaction. the resulting value indicates a unidirectional relationship from the facility variable to customer satisfaction. This result is in line with the results of research conducted by Hasibuan (2018) where the research results show that facilities have an effect on customer satisfaction.

2. Information Quality on Customer Satisfaction

The information quality variable as described in the partial hypothesis testing shows results that have an influence on Telkomsel's customer satisfaction. the resulting value indicates a unidirectional relationship from the information quality variable to customer satisfaction. These results are in line with the results of research conducted by Amarin and Wijaksana (2021) where the research results show that the quality of information affects customer satisfaction.

3. Service Quality Influences Customer Satisfaction

The service quality variable as described in the partial hypothesis testing shows results that have an influence on Telkomsel's customer satisfaction. the resulting value indicates a unidirectional relationship from the service quality variable to customer satisfaction. These results are in line with the results of research conducted by Amarin and Wijaksana (2021) where the research results show that service quality affects customer satisfaction.

CONCLUSION

From the research results it can be concluded that the variable facilities, information quality, and service quality have an effect on customer satisfaction either partially or simultaneously. This means that the independent variables, namely facilities, information quality and service quality, have a relationship to the dependent variable, namely customer satisfaction.

REFERENCES

Amarin, S., & Wijaksana, T. I. (2021). Pengaruh kualitas sistem, kualitas informasi, dan kualitas layanan terhadap kepuasan konsumen (studi pada pengguna Aplikasi Berrybenka di Kota Bandung). *Business Management Analysis Journal (BMAJ)*, *4*(1), 37–52.

Diotiharta, Y., Muktiyanto, A., & Mujtahid, I. M. (2023). Pengaruh Kualitas Layanan, Citra Merek Dan Harga Terhadap Kepuasan Pengguna Layanan Internet PT. Telkomsel di Kota Bengkulu. *EKOMBIS REVIEW: Jurnal Ilmiah*

Ekonomi Dan Bisnis, *11*(1), 401–414.

Hasibuan, D. S. U. (2018). *Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Produk Indihome di PT. Telkom Indonesia STO CTD Medan*.

Indrasari. (2017). PENGARUH CITA RASA, NILAI GIZI DAN VARIASI PRODUK TERHADAP KEPUASAN PELANGGAN PADA YES DELIVERY DI PLOSOKANDANG TULUNGAGUNG. *Ekonomi-Manajemen*, *01*(07), 2–12.

Reventiary, M. P. A. (2016). PENGARUH ATRIBUT PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU MEREK CUSTOMADE (STUDI di MEREK DAGANG CUSTOMADE INDONESIA). *Manajemen*, *6*, 1–10.