The Influence Quality Products and Quality Service to Satisfaction Consumer Indihome in Bekasi

M. Fairuz Najmuddin Adya [1], Zumrotul Fitriyah [2]

[1,2] Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia, Indonesia
Corresponding Author: M. Fairuz Najmuddin Adya (wgfairuz@gmail.com)

Abstract

The objective of this research is to assess the impact of independent variables, namely service quality and product quality, on customer happiness with Indihome goods in the Bekasi region. The study intends to examine the correlation between the dependent variables and customer satisfaction. The study was carried out on individuals living in the Bekasi region who utilized Indihome products. A total of 112 individuals were included in this research, employing a purposive sampling strategy. The data collection method employed in this research involved the distribution of questionnaires. The sample criteria for this study were individuals who are Indihome users living in Bekasi, have been using Indihome services for a minimum of one year, and are at least 17 years of age. The present study used the partial least squares (PLS) analysis technique. The conducted analysis reveals that there exists a favorable correlation between product quality and customer happiness. The positive impact of service quality on customer satisfaction is evident.

Keywords: Product Quality; service quality; Customer satisfaction.

INTRODUCTION

Because of the company's telecommunication Work in field service, telecommunications, and satisfaction of consumers is a matter that must be improved to ensure continuity in the company. Consumers can leave subscriber products as well as even switch to other companies when they are not noticed. Another necessary factor to keep going, maintain, and improve is a quality service company and a good image. To determine how much of a tall contribution quality product and service have on consumer satisfaction, use this study. Study This collects data from the consumer product Indihome at PT. Indonesian Telecommunications. Findings as well as implication theoretical from the study: This is that the study previously supported the idea that consumer satisfaction is influenced by quality products and services as well as price. Product Telkomyang, known as Indihome, accepts fiber optic technology to offer high-speed internet access, starting from 20 Mbps to 100 Mbps. As company telecommunications is the highest in Indonesia, Telkom launched Indihome, which has hilarious speed as well as more convenience. Good from its predecessor, Telkom Speedy. Service Pack communication as well as data, including telephone home (VoIP) as well as interactive television (UseeTV) is one of PT Telkom Indonesia's products. Indihome also includes internet as well as telephone home service (VoIP).

When you have a problem with IndiHome's service, it is recommended that you contact their customer support team. You can try contacting us through the phone, email, or other channels of communication available. Be sure to give clear information about the problem you are facing so they can help you with it. Home internet problems can become common in this digital era. A number of frequent problems appear, including slow connection, interference, network stability, bad connection, and devices that don't connect to the network. One of the most common problems is a slow connection. This can Can caused by various factors, like the density of users in the same area, the quality of the infrastructure network, or a problem with the router or modem being used. Slow connections can hinder daily activities such as streaming video, browsing the web, or downloading files.

Disturbance in the network too often happens as well as can be caused by various external factors like bad weather, distraction from technical level provider service, or disruption to infrastructure physique like broken cable. When interference occurs, the user usually experiences a termination of connection or possible interruption of online activity. On the other hand, connection stability is a common issue. A number of users may experience frequent connections that are intermittent or not stable. This can Can caused by various factors like an interference signal, a problem with a router or modem, or the distance between devices as well as the source network. Another frequent problem is devices that don't connect to the network. A number of users may experience problems connecting devices such as laptops, cell phones, smart TVs, or smart TVs to the network. This can be caused by a problem with the arrangement of the network, a problem with the compatibility of the device, or a problem with the device alone. To overcome problems, it is important to contact the provider of your home internet service and give clear information about the problem you are facing. Teamsupport consumers can help identify as well as solve problems. Some problems that are often reported by users of IndiHome are as follows:

1. Connection slow: Users often report slower internet speeds than what was promised or no stable connection.
2. Disturbance network: Sometimes disturbances cause network termination or interrupt IndiHome's internet connection.
3. Downtime: Service IndiHome sometimes experiences a blackout network that makes users unable to access the same internet once.
4. Consumer service Bad consumers: Some users have reported bad experiences in contacting service provider IndiHome or difficulty getting technical help.

Every day, there will be network disturbances. Enhancement amount consumers happen by 6% in 2020 to 2021 and 7.1% in 2021 to 2022. However, behind enhancement amount consumers, the number of complaints that move up and down indicates instability amount existing disturbances, according to the data obtained.

As for goals implementation, study this to find influence on quality products as well as quality service to satisfy consumers in Indihome Bekasi.

Literature Review
Quality Product

A product is all things that are sold by manufacturers in the market, used, purchased, or consumed to fulfill a desire or meet current market needs. To achieve the desired level of quality, standardization is required. Characteristics of products or services depending on their competence To fulfill the necessity of the consumer, fine in a manner neither direct nor implied,

is called a quality product (Kotler & Amstrong, 2019). Whereas, according to Wijaya (2018), quality products are comprehensively combined features of goods as well as services, which refer to marketing, engineering, production, and maintenance to ensure that goods as well as services are used in sufficient hope for the consumer or consumer. A quality product can be defined as something competent that can carry out diverse functions, like reliability, power durability, accuracy, convenience, and so on. Quality is based on the experience of the consumer with goods as well as services, which are assessed according to requirements or attributes, which can also be customized with the consumer's personal desires.

Understanding Quality Service

In the bidding process, a business company persuades a consumer to make a transaction known as a service (Irmawati & Rahardjo, 2023). Quality service is defined as the effort to meet a consumer's need as well as condition them in a timely and appropriate manner. As stated by Kasmir (2017), quality service is defined as an action or an action performed by a person, individual, or organization with the objective of making consumers as well as employees satisfied. Satisfaction for consumers can be achieved only with sufficient hope.

Quality in a general sense, meaning shape, form, or reality from something desired, because that is, quality service too is interpreted as real or services provided. Form real This term refers to the need for a feature as well as the fulfillment of a specific necessary condition. As stated by Keller & Keller (2016) that completeness is a feature of a product or service that has the competence to fulfill a necessity called quality service.

Satisfaction Consumer

In a company, customer satisfaction is very important (Nilasari & Istiatin, 2015). Satisfaction of the consumer is important in business because it has an impact significant to loyalty, repetition of purchases, recommendation to others, and image of the brand. Satisfaction customer is defined as feeling satisfied or no satisfied consumer about a service or the results obtained in accordance with their expectations. Consumer satisfaction is defined as an emotional response of an individual to a product, including hope for the product, experience with the product, and so on. Response This appears at certain points, like after product use, experience comprehensive, or after product or service determination (Mahira et al., 2021). When consumers are satisfied with a product or service, they often become loyal customers as well, potentially repeating the purchase in the future. On the side In addition, satisfied consumers are also more likely to recommend a product or service to others. According to Shandy Widjoyo et al. (Harahap et al., 2020), consumers notice performance in products and services, compare them with standards, or hope for them. They then make decisions about satisfaction according to comparison. View This is relevant to those described by Kotler and Keller in Harahap et al. (2020) Feeling like or disappointed in an individual as a consequence of comparison between performance or experience of a product as well as what is desired is known as satisfaction consumer.

Connection Between Quality Products and Satisfied Consumers

Quality suitable product with the hope that the buyer is One of those indicators is sufficient hope for consumers: satisfaction of the consumer as well as an image-positive company will have an influence on public opinion in general or specifically among consumers. Satisfied consumers will have a positive influence on sustainability business. On the other

hand, research (Aulia & Hidayat, 2017) discovered that high product quality has a significant and positive influence on consumer satisfaction. With this, we can conclude that when a product meets consumer expectations as well as what consumers feel like with it, consumers will be satisfied.

H1: Quality Products Give Positive Influence on Satisfaction Consumer Indihome

Connection Between Quality Service and Satisfaction Among Consumers

In business, the relevance of the desired service is critical to achieving the consumer satisfaction. Quality service This is important to use interesting attention consumers. To carry out purchases, as well as after purchase, consumers need to obtain satisfaction. When satisfaction is experienced in accordance with hope, consumers often carry out purchases again as well as give good influence to businesses (Ibrahim & Thawil, 2019). Journal research by Le et al. (2020), Maulana et al. (2019), and Mukhlis (2019) shows a correlation between quality service and consumer satisfaction. All study This shows that there is a correlation between quality service and satisfaction among consumers. As a result, it is possible to conclude that increased consumer satisfaction is dependent on quality good service. When customers are satisfied with the services they receive, they frequently become customer loyal and recommend the company to others, which can have a long-term impact on the company's or organization's success.

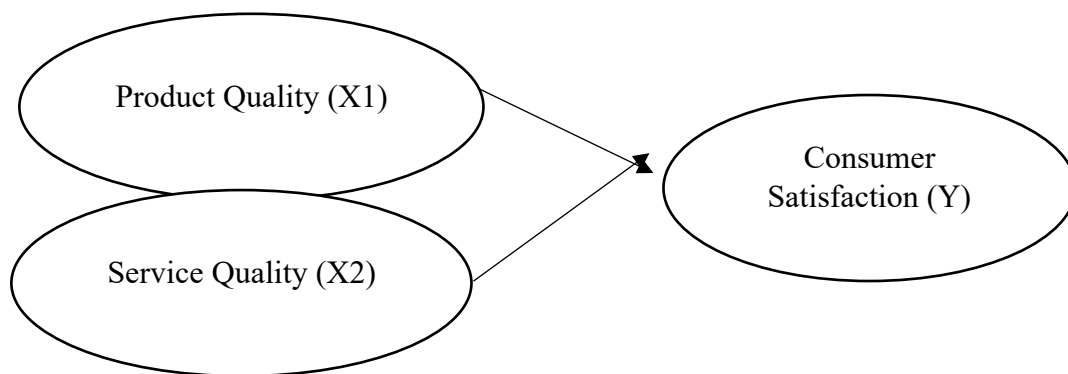H2: Quality Service Gives Positive Influence to Satisfaction Consumer Indihome

Figure 1. Framework Thinking

RESEARCH METHODS

The type of research used in research This is a quantitative study with a set population, i.e., consumers finding Uniqlo products in the Surabaya area. Sample in research This type of non-probability sampling is conducted through the Purposive Sampling technique via a provisional respondent, namely: (1) 17 years old; (2) domiciled in Bekasi; and (3) accepted Indihome for at least a year. Determination of the amount sample uses measurement according to Hair et al. (2018), namely the amount indicator (N) multiplied by five to ten. So, referring to the guidelines, we got 14 indicators multiplied by eight, so the sample required is 112 respondents. Study This is so that the primary data obtained from Quality Product (X1), Quality Service (X2), and Satisfaction Consumers (Y) questionnaires distributed via Google Forms online Analysis of research data according to the partial least squares (PLS) research model

RESEARCH RESULTS AND DISCUSSION

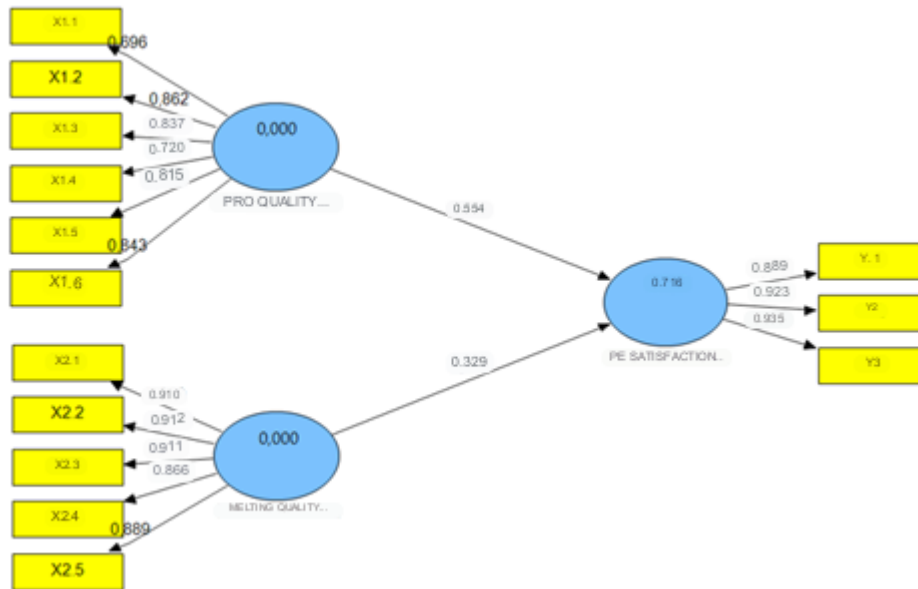*Measurement Models Construct (Outer Model)*

Figure 2. PLS Outer Model

The results of the AVE test for the Product Quality variable (X1) are 0.636879, Service Quality variables (X2) are 0.805944, and Consumer Satisfaction (Y) are 0.838985 **All** these variables show results> 0.5, so comprehensively, the variables in this study can be assessed for good validity.

Table 1. Outer Loadings

	Factor Loading (O)	Sample Means (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- PRODUCT QUALITY (X1)	0.696044	0.689926	0.054536	0.054536	12.762919
X1.2 <- PRODUCT QUALITY (X1)	0.862345	0.863137	0.023465	0.023465	36.751036
X1.3 <- PRODUCT QUALITY (X1)	0.836636	0.835144	0.031780	0.031780	26.326224
X1.4 <- PRODUCT QUALITY (X1)	0.720408	0.717005	0.058109	0.058109	12.397458

X1.5 <- PRODUCT QUALITY (X1)	0.814604	0.815718	0.033213	0.033213	24.526329
X1.6 <- PRODUCT QUALITY (X1)	0.842987	0.843271	0.033116	0.033116	25.455818
X2.1 <- QUALITY OF SERVICE (X2)	0.909901	0.909786	0.022326	0.022326	40.754507
X2.2 <- QUALITY OF SERVICE (X2)	0.912018	0.912684	0.019737	0.019737	46.208858
X2.3 <- QUALITY OF SERVICE (X2)	0.911425	0.912172	0.020318	0.020318	44.857471
X2.4 <- QUALITY OF SERVICE (X2)	0.865517	0.866147	0.037011	0.037011	23.385613
X2.5 <- QUALITY OF SERVICE (X2)	0.888935	0.891426	0.026040	0.026040	34.137026
Y.1 <- CUSTOMER SATISFACTION (Y)	0.889170	0.891113	0.017853	0.017853	49.805137
Y.2 <- CUSTOMER SATISFACTION (Y)	0.922907	0.923309	0.017129	0.017129	53,880814
Y.3 <- CUSTOMER SATISFACTION (Y)	0.935187	0.934799	0.013705	0.013705	68.238885

Referring to the table, the validity of the indicators is assessed by taking into account the results of *the Factor Loading* of the variables on the indicators, it is assessed that their validity is sufficient when > 0.5 and or the T-Statistic results > 1.96 (Z value at α = 0.05). *Factor Loading* is the correlation between indicators as well construct , when > 0.5 it is judged that its validity is sufficient as well when the results of the T-Statistic > 1.96 so that the significance is sufficient .

Referring to the outer loading table, each reflective indicator in variable l X1 (Quality Product), X2 (Quality Service), and Y (Satisfaction Consumers) **,** shows *the factor loading* (*original sample*) is higher than 0.50 and or significant (T-Statistic Value > result Z α = 0.05 (5%) = 1.96), so the calculation results of all indicators are sufficient *Convergent validity* or good legitimacy.

Findings of Structural Model Test (Inner Model)

Tests on the structural model were carried out through pay attention to the results of the R-Square which is the *goodness-fit model* test . The inner model test can be found from the R-square results in the equations between latent variables. **Result** R ^{2} decipher a number what exogenous (independent/ exogenous) variables in the model can describe the dependent (dependent/ endogenous) variable.

Table 2. R-square

	R Square
CUSTOMER SATISFACTION (Y)	0.715800
SERVICE QUALITY (X2)	
PRODUCT QUALITY (X1)	

Value of R ^{2} = 0.7158, it Can indicating that the model can describe the real condition of the given Customer Satisfaction influence by exogenous variables in between Product Quality and Service Quality with a variance of 71.58 %, while the remaining 28.42 % is described by other variables not included in this study (besides product quality and product quality **)**.

In addition to finding the results of R ^{2}, *the Goodness of Fit* research model is found from the height of Q ^{2} or *Q-Square predictive relevance* for the structural model, to use evaluate as good what are the observations made by the model and also the calculation of the indicators. *Q-square* results > 0 considering the model has *predictive relevance* ; vice versa when results *Q-Square* ≤ 0 pays less attention to the model have *predictive relevance* . Measurement *Q-Square* held with formulation :

$Q2 = 1 – (1 – R_1{}^2) (1 – R_2{}^2) ... (1 - R_p{}^2)$ which is R $_1$ ^{2} , R $_2$ ^{2} ... R $_p$ ^{2} is *The R-square* variable is tied to the equation model . Q2 height worth with condition $0 < Q^2 < 1$, whichever is greater achieving 1 means the model increasingly. Q2 height This The same with coefficient total determination in analysis path (*path analysis*).

In this study, the high yield of Q ^{2} ie a number:

Q ^{2} = 1 – (1 – 0.7158) = 0.7158.

Referring to the results of the ^{Q2} test with a result of 0.7158, so Can pulled the conclusion of the research model can rated sufficient *predictive relevance*.

Table 3. Composite Reliability

	Composite Reliability
CUSTOMER SATISFACTION (Y)	0.939849
SERVICE QUALITY (X2)	0.954038
PRODUCT QUALITY (X1)	0.912713

Test hypothesis

Table 4. Path Coefficients (Mean, STDEV, T-Values , P-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
PRODUCT QUALITY (X1) -> CUSTOMER SATISFACTION (Y)	0.553840	0.553352	0.117346	4.719727	0.000
SERVICE QUALITY (X2) -> CUSTOMER SATISFACTION (Y)	0.329045	0.328799	0.116343	2.828233	0.006

Refer to the table above Can it can be concluded that the hypothesis states **:**

Hypothesis 1: Quality Product give influence positive to Satisfaction Consumer Indihome is **acceptable** , with *path coefficients* 0.553840, and the results of *the T-statistic* 4.719727 > 1.96 (from the results of the table Zα = 0.05) or the P-Value 0.000 <0.05, with a **significant** (positive) result.

Hypothesis 2: Service Quality can have a positive influence on Indihome Consumer Satisfaction **,** with *path coefficients* 0.329045 , and the results of *the T-statistic* 2.828233 > 1.96 (from the results of the table Zα = 0.05) or the P-Value 0.006 <0.05, which gives results **Significant** (positive).

Effect of Quality Product To Satisfaction Consumer

Referring to the findings of the research already implemented, the findings of the hypothesis test mean that an increasingly high quality a product means increasingly high satisfaction consumers; hence, the quality variable product has a relative role in increasing satisfaction consumers. The study's findings then show that indicators of product quality such as reliability, relevance, and specifications, as well as resilience, have a significant influence on consumer satisfaction. Findings from the study show that products from Indihome have good quality. Data analysis reveals that product quality has a significant influence on consumer satisfaction.

Influence of Quality Service on Satisfaction Consumer

Referring to the findings of the research already implemented, the results of hypothesis testing mean that increasingly high quality service results in increasingly high satisfaction among consumers, hence the quality variable service has a relative role in increasing satisfaction among consumers. Next, research This shows that indicators of quality service like reliability, responsibility, assurance, empathy, as well as proof physique, have significant influence on consumer satisfaction. Findings from the question respondent show that quality service Indihome likes how fast the employee responds in accordance with the consumer's hopes. On the other hand, results of data processing show that quality variable service Indihome like hurry response employees in accordance with hope consumers

CONCLUSION

Influence of Quality Service on Satisfaction Consumers: Findings from the study show that level of quality service is related to level of satisfaction among consumers, so the quality variable service has a significant role in increasing satisfaction among consumers. Then study shows that metric quality service used, including reliability, responsibility, assurance, empathy, and proof physique influence, is significant to influence consumer satisfaction. Quality service Indihome is comparable with hope consumers in terms of speed of response by employees, as indicated by the results of the survey. On the other hand, results processing t test statistics show that quality variable service has a significant influence on consumer satisfaction.

ACKNOWLEDGEMENTS

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