

The Effect Of Price, Service Quality, Customer Value, And Brand Image On Customers Satisfaction Of Telkomsel Cellular Operators In East Java Indonesia

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Abstract: The purpose of this study is to determine the effect of price, service quality, customer value, and brand image on customer satisfaction. The sampling method uses purposive sampling. The sample of this study amounted to 200 respondents. The analysis method used multiple linear regression with SPSS (Statistical Product and Service Solution). The results of this study price have a significant positive effect on customer satisfaction. By with the benefits obtained by customers. Service quality has a positive effect on customer satisfaction. Quality of service provided can to meet the needs and desires of consumers as well as customer complaints, criticism, suggestions, or just asking for help responded quickly with a solution by the customer care. Customer value has a positive effect on customer satisfaction. Benefits received can increase consumer trust. Consumers will be satisfied with the services provided. Brand image has a positive effect on customer satisfaction. The image of the Telkomsel cellular operator brand can be said to be good, well-known, easy to remember, and able to create consumer interest in the products offered.

Index Terms: Price, Service Quality, Customer Value, Brand Image, Customer Satisfaction

1 INTRODUCTION

The development of Science and Technology has a great impact on society. Technology that is currently undergoing development is communication technology. Technological competition continues to experience an increase felt by consumers as users of communication services. Service providers compete with each other to get consumers as much as possible to dominate the market. The way that telecommunications service providers can do to dominate the market is to create customer satisfaction. Consumers can be satisfied if they feel comfortable and satisfied with the services provided. One determinant of customer satisfaction is a price. The price is right, consumers; will be able to repurchase and be satisfied with the product. Telecommunication service providers must pay attention to the quality of services provided to consumers. Good service tends to make consumers feel comfortable and willing to use the service twice. All forms of services provided must be made increasingly better to maintain customers to achieve customer satisfaction with service providers. Satisfaction is formed in consumers themselves; customers will specifically consider the benefits obtained from a product with its sacrifice. Consumers will feel satisfied if consumers get high value from the products they buy. Consumers who get high benefits from the product they buy, the consumer becomes satisfied with the product to use. Competition from various telecommunication service providers is increasingly stringent which demands a good brand. The brand of goods that are already known in the minds of consumers will quickly be in demand by consumers. Brands can be said to be good or bad depending on consumer ratings.

The brands that are in great demand are brands that have good quality, easy to remember brand names, and always provide something new for consumers. Companies always try to want their brands to be known to consumers because consumers are usually interested in one brand that tends to keep on buying and using it the next time. Cellular telecommunications service provider, its customers see known service provider brands. Consumers will continue to use it repeatedly and still use the brand from the same product in the end consumers will be satisfied. According to research conducted by [1] the price match offered by smartphone companies can affect the characteristics of consumers who are satisfied. Consumer satisfaction has a significant effect on customer satisfaction. Research [2] also shows that one of the factors that influence customer satisfaction in the cellular telecommunications business is a match in the price offered in each form of service by the service provider. Research [3], [4] show that service quality can affect customer satisfaction, then influence customer satisfaction. The results of the study [5] show that the experience of consumers of various types of values that once gave consumers insight to invest to produce high customer value to achieve desired customer satisfaction. High customer value can influence consumers to be satisfied. Research from [6] shows that brand image has a significant effect on customer satisfaction.

2 LITERATURE REVIEW

2.1 Price

Price is one part of the marketing mix, which is a value of certain goods attached to goods or services that are being traded in the market [7]. The price concept in this study is the price for services paid by consumers to use cellular telecommunications services. The compatibility of good or bad prices can be seen from the consumer's response to the price offered, accepted or rejected. In telecommunications services, prices are the top priority of consumers in choosing service providers in addition to service quality. The price increase offered by cellular operators can affect consumers. According to [8], price increases are situations where customers get low

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money values, where prices are higher than expected, or prices decrease after purchases and products purchased do not match the price offered. The increase in the price of cellular telecommunications services should also be accompanied by an increase or improvement in the quality of services, so that consumers' poor perceptions of prices can be avoided. Research conducted by [9] produce a statement that prices show a significant positive effect on brand satisfaction and management must be able to apply prices effectively to increase customer satisfaction with the company's products. Research [10]) also shows that in a market that has a high sensitivity to prices, changes in price increases are very sensitive to the level of customer satisfaction, the more appropriate the price offered and provide benefits, the greater the influence on customer satisfaction.

2.2 Service Quality

Good service quality is one of the determinants of a company's success to attract new consumers or retain existing customers. The business of telecommunications services, service quality, is very important to be considered well as a reference for consumers in choosing cellular operators that are of good quality and good service. According to [11] states that service quality is also considered a determinant of customer satisfaction that is very complex and as a measure of the good and bad dimensional structure of perceptions that are currently accepted, at other times. The research conducted by [3], obtained results that service quality has a significant positive effect on customer satisfaction and customer satisfaction in the business sector. While research conducted by [12], states that satisfied customers are influenced by the quality of service. Quality of service affects customer satisfaction. Research [2] resulted in service quality consisting of efficiency, service availability, privacy, consumer trust, customer value, commitment, brand image, and customer satisfaction in telecommunications services.

2.3 Customer Value

According to [13], The value of customers in the field of marketing strengthens the influence of customers is an important asset in the company. Strengthening customer influence is a critical resource for competitive advantage, because the longer the customer stays in the company, the higher the profit will be [14]. This concept is also by the research topic in the cellular telecommunications business sector. The cellular operator as a telecommunications service provider company must pay attention to the benefits of services to be received that are used by consumers. These benefits such as ease of access and ease of use, speed of communication, and other benefits received by consumers as a result of the use of cellular telecommunications services. According to research by [15], he factors that influence the repeated use of social media applications derive from the perception of the benefits obtained from the use of social media applications from consumer values. Repeated use can result in customer satisfaction. The research shows that customer value can influence consumers to be satisfied. Similar research on customer value from [16] which produces customer value has a significant positive effect on customer satisfaction in services such as telecommunications, insurance, banking, and transportation.

2.4 Brand Image

The telecommunications business sector, the brand determines the success of a type of service. The choice of a good name, easy to remember, and having a good image in the minds of consumers is not easy, various processes are needed to achieve it. Brand image that has been good in the minds of consumers will increase the number of new customers and an increasing number of satisfied customers. Customers will find it difficult to switch to another service provider. According to [17], consumer satisfaction will increase if consumer perceptions of a brand image have increased. This perception is a consumer's positive perception of a good a brand image, so consumers increase their trust in the brand to achieve a certain level of satisfaction. Satisfaction can lead to the formation of appropriate customer relationship management. Based on these studies, the position of brand image is very important to note, because it serves as a medium to attract consumers if the brand image of a product is declared good. Mobile operator companies, brand image is used as a means of the company to measure the level of consumer understanding of the services offered. [6] showed that brand image had a positive effect on service quality and customer satisfaction in the karaoke television industry. [16] also resulted in customer value and brand image having a significant positive effect on customer satisfaction.

2.5 Customer Satisfaction

Customer satisfaction is a major component of the long-term survival of a brand. Satisfaction can also help improve the company's image in the minds of other consumers. [4] define customer satisfaction as a commitment about repeating the purchase of goods or services that are preferred in the future, buying the same brand even though the type is different, and the customer is satisfied. The telecommunications business, finding satisfied customers is difficult, given that competition between cellular operators continues to increase. Cellular operators that have satisfied customers are valuable assets that must be maintained and maintained. [2] explain that mobile businesses like telecommunications, to keep customers satisfied continuously. Research [2] by resulted in customer satisfaction of telecommunication services influenced by service quality consisting of efficiency, service availability, privacy, consumer trust, customer value, commitment, and brand image. The research conducted by [1] shows that smartphone customer satisfaction affects the price of smartphones, smartphone brand image, and the quality of customer support services, while smartphone usability, function, and design affect customer satisfaction. [18] resulted in customer satisfaction in cellular operators affecting switching costs, trust, corporate image, and service quality while [5] states that high customer value can affect customer satisfaction and both have a strong influence on each other.

3 METHODOLOGY

The sample of this research is Telkomsel cellular operator customers. The sampling method uses purposive sampling. The sample criteria are customers who have used Telkomsel cellular operators for more than one year. This study used multiple linear regression analysis with the SPSS program (Statistical Product and Service Solution).

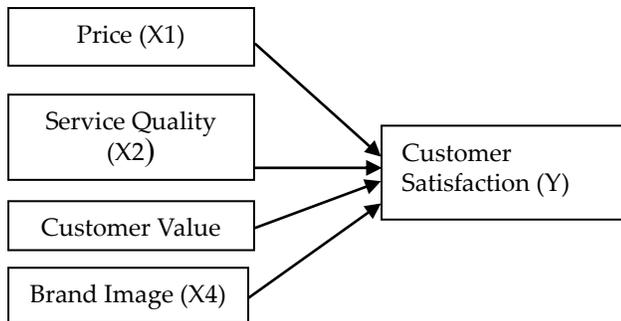


Figure 1 : Conceptual Framework

4 RESULT AND DISCUSSIONS

4.1 The Effect of Price on Customer Satisfaction

The results show that prices have a significant positive effect on customer satisfaction. Prices offered by cellular operators in line with consumer expectations make consumers stay with Telkomsel cellular operators for more than one year. The price of services applied is fluctuating each year, but the price determination is not too high which results in consumers happy and returning to use cellular operator services for the future to become satisfied customers. Respondents also said the ups and downs in the price of telecommunications services did not really affect and continue to use services provided by cellular operators. These results support the research of [9] that prices show a significant positive effect on customer satisfaction. In other words, prices affect customer satisfaction. Research by [10] also shows that the market has a high sensitivity to prices, changes in price increases are very sensitive to the level of customer satisfaction, the prices offered are accordingly the greater the effect on customer satisfaction. The result is that appropriate pricing can affect the increase in customer satisfaction, and can attract new customers.

4.2 The Effect of Service Quality on Customer Satisfaction

The results showed that service quality had a significant positive effect on customer satisfaction. The service quality of Telkomsel cellular operators is good. Respondents' statements were proven in service quality variables which stated that service quality which included signal coverage, access speed, reliability, and service innovation was able to meet the needs and desires of consumers. Consumers also stated that they were satisfied with the services provided by these cellular operators. Customer complaints, criticisms, suggestions, or just asking for help are responded to quickly with a solution by the customer care. Based on these facts, it is explicitly reasonable that consumers feel satisfied with the services of cellular operators to make consumers satisfied. Good service quality has been given especially to facilities for Telkomsel customers. The innovation of the presence of 4G LTE on cellular services has become more varied as the main strength of cellular operators to attract consumers' attention. These results support the research conducted by [4], with the results of service quality having a significant positive effect on customer satisfaction. Research conducted by [12], shows that satisfied customers in the automotive service sector are affected by the quality of service. Quality of service will affect

customer satisfaction to be satisfied. The research conducted by [18] according to the results of this study that one of the factors that influence cellular operator customer satisfaction is the quality of service with a positive influence.

4.3 The Effect of Customer Value on Customer Satisfaction

The results showed that customer value had a significant positive effect on customer satisfaction. Customers of Telkomsel cellular operators receive benefits from services provided. Respondents of this study stated that the benefits of using cellular telecommunications services provided include ease of communication, ease of conducting online transactions, ease of obtaining information, downloading information, and other positive benefits. The benefits received by consumers regarding services used can increase consumer confidence in cellular operators. Consumers feel satisfied with the services provided and can produce new satisfied customers. Satisfied new consumers are the goal of the company, and must retain satisfied customers. The results of this study are by those conducted by [15]. The results of his research are that the repeated use of social media applications can result in customers being satisfied because they get the benefits and value of using social media for their activities. The research shows that customer value can influence consumers to be satisfied. Research on similar customer value is [16] which produces customer value has a significant positive effect on customer satisfaction in services such as telecommunications, insurance, banking, and transportation.

4.4 The Effect of Brand Image on Customer Satisfaction

The results showed that brand image had a significant positive effect on customer satisfaction. These results indicate that Telkomsel cellular operator's brand image in the minds of consumers can be said to be good, already known to consumers, easy to remember, and able to create consumer interest in the products offered. Brands that already have big names will certainly find it easier to get new customers than brands that don't have a good place in the minds of consumers or even tend to be hated by consumers. Telkomsel proves that its brand is well known to its customers and can create consumers who are satisfied with the services offered. The results of this study are proven by respondents' statements on the brand image variable that they recognize the Telkomsel brand as a good quality brand, the network is easy and everywhere, customer service is good, and also has good access speed. The research respondents also responded to the brand image that they preferred the Telkomsel brand to other brands, there were even some respondents who only knew Telkomsel as a cellular operator. This certainly will have a positive impact on the development of cellular operators in the future because it is already able to be known by consumers as a brand that has a good image in consumers. A good brand image must be maintained, and avoided considering Telkomsel as a good cellular operator brand. The results of this study are consistent with what was done by [6] showed that brand image had a positive effect on service quality and customer satisfaction in the karaoke television industry. [16] research) also produces that customer value and brand image have a significant positive effect on customer satisfaction. [19] the results of his research

are that brand image affects customer satisfaction, if the brand image is getting better and stronger for consumers, it will increase the interest in internet services so that customer satisfaction will also increase.

5 CONCLUSION

Price has a significant positive effect on customer satisfaction. Prices paid by consumers to use telecommunications services are quite stable and by the benefits obtained by customers. Service quality has a significant positive effect on customer satisfaction. Customer complaint services, criticism, suggestions, or just asking for help are responded to quickly with a solution by the customer care capable of meeting the needs and desires of consumers. Customer value has a significant positive effect on customer satisfaction. Customer value is related to benefits that can increase consumer trust and get new customers who are satisfied. Brand image has a significant positive effect on customer satisfaction. The image of the Telkomsel cellular operator brand in the minds of consumers can be said to be good, already known to consumers, easy to remember, and able to create interest in the products offered. Future studies are expected to be able to examine other variables and be done on different objects because different places usually have different results. Customer value can provide additional benefits to its customers, namely by conducting promotions, social events such as healthy walks, lottery prizes, old disaster assistance, donations, as a form of concern for consumers so loyal and loyal consumers.

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