



Determinants of Customer Satisfaction in Internet mobile: Study on College Student

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ABSTRACT

This study aims to determine and analyze the impact of service quality, price and promotion on customer satisfaction of xl Axiata mobile internet among college students in South Tangerang. The type of research used is descriptive survey and explanatory research with verificative method. The population of the study was students from the three universities with a highest number of students in South Tangerang, the sample used the purposive sampling method by determining the sample size using the general reference of SEM sample, which is 5-10 times the number of indicators according to Hair in Supriyadi, 2014. The sample of 220 respondents. Data collected by questionnaires. The data analyzed with Sturctural Equation Modelling (SEM) and the tools using Lisrel 8.80. The result of the study revealed that service quality had a positive and significant effect on customer satisfaction, price had a positive and significant effect on customer satisfaction and promotion had a positive and significant effect on customer satisfaction, simultaneously service quality, price and promotion have a positive and significant effect on customer satisfaction.

Keywords : Service Quality, Price, Promotion, Customer Satisfaction

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INTRODUCTION

Internet is most important need for humans now days, as a tool in social interaction, communication and information. Technology is defined as a form of development and application of tools, machines, materials and processes that help humans solve problems. Technology is also very helpful for a nation's progress to compete with other nations. Rapid developments in technology and telecommunication has changed all aspect of human life. Since the first launch of cell phones or mobile phones in Indonesia, cellular operator service companies have also sprung up, from 1995 to the end of 2006. This condition has created high business competition. Currently there are 5 GSM based top brand operators that lead the cellular operator market in Indonesia, as below table.



Table 1 Top Brand Index of Customer GSM Provider year of 2020

MERK	TBI	TOP
Simpat	34,6%	TOP
IM3	14,6%	TOP
XL	11,5%	TOP
TRI	11,2%	
Kartu AS	11,1%	

Source: *topbrand-award-2020*

Above table explains that XL Axiata is at the third place with an index of 11.5% and the fourth is Tri '3' with an index of 11.2% and the last is the Kartu As with an index of 11.1 the top brand index is led by sympathy with an index of 34.6% owned by Telkomsel, followed by IM3 with an index of 14, 6% which is a product owned by Indosat. This also explained that the condition of the customer satisfaction of XL Axiata is stil relatively low. The success of a firm largely depends on its capability to retain customers in the long run over attracting them since customer attraction is very costly (Reichheld & Sasser, 1990; Mellens et al., 1996; Roos, 1999). Therefore, identifying the determinants of customer satisfaction is imperative in order to retain customers since customer retention has become a challenge in the contemporary competitive marketing (Karunaratna & Kumara, 2022). The above phenomenon indicates there is a problem on customer satisfaction of XL mobile internet Service quality, price and promotion on customer satisfaction have been widely recognized as fundamental drivers in the formation of purchase intentions. The concepts are important for companies to gain long-term competitive advantage and retain customers (Vu, 2021). According to (Muhammad, 2022) that there is a positives relationship between service quality, price and promotion play a momentous factor for the satisfaction of customers in the telecommunication industry.

LITERATURE REVIEW (if any)

Customer Satisfaction

After consumers buy a product and service, consumers will evaluate these products and services whether they are in accordance with what is expected by consumers or not in accordance with what is expected by consumers (Schiffman and Kanuk, 2007, p.15) in (Putro & Samuel, 2014).

If the products and services are as expected, the consumer will be satisfied. Conversely, if the products and services are not as expected, the consumer will feel less or dissatisfied. This shows that consumer satisfaction is closely related to the evaluation results after consumers make purchases. According to Lovelock and Wirtz (2007) in (Putro & Samuel, 2014) "consumers make observations of product and service performance, and compare them with consumer standards or expectations, and then form a satisfaction decision based on this comparison." When purchases made by consumers result in fulfillment of needs and expectations, consumer satisfaction will be created. This opinion is in line with what is desired by Kotler and Keller (2006) in (Putro & Samuel, 2014), that consumer satisfaction is "the level of one's feelings that arise after comparing the product performance received with their expectations." If the performance received is lower than expected, the consumer will be dissatisfied. Conversely, if the performance received is as expected, the consumer will be satisfied. Consumers will feel very satisfied if the performance received exceeds their expectations. Expectations are formed by the buying experience, the experience of friends, the market experience, and what competitors can provide.

Kotler and Keller (2006) in (Putro & Samuel, 2014) revealed "the main key to retaining consumers is customer satisfaction". This is because the company's sales in each period come from new customers and existing customers. Therefore, to be able to retain consumers, companies must conduct research on customer satisfaction.

Kotler (2009: 139) in (Putra, 2014) says satisfaction is a person's feeling of pleasure or disappointment that arises because of the product's perceived performance against their expectations. If the target fails to meet the consumer, the customer will not be satisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy (ISKAMTO, 2017; ISKAMTO ET AL., 2022).

Customer satisfaction is "Satisfaction is the fulfillment response of consumers. It is an assessment that a product or service feature, or the product or service itself, provides a level of satisfaction related to pleasurable consumption" (Zeithaml, 2011) in (Widjiono & Japariato, 2015). Interpreted this definition means customer satisfaction in assessing the product or service in terms of whether the product or service meets customer needs and expectations.

Service Quality

Service quality is an important factor in creating customer satisfaction. Service to customers is one of the most important elements to attract buyers (Coelho and Henseler, 2012). The main factors related to service quality (services), are as :Tangibles, including physical facilities, equipment, employees, and means of communication. Reliability, namely the ability to provide the promised service quickly, precisely and satisfactorily. Responsiveness, namely the willingness of staff to help customers and provide responsive service. Assurance, including knowledge, ability, politeness, and trust of staff; free from anger, risk or doubt. Empathy, including ease of contact, good communication, personal attention, and understanding customer needs.

According to Kotler (2002: 83) in (Putro; 2014) the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Production can be linked or not linked to one physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. Kotler also said that this behavior can occur during, before and after the transaction. In general, a high level of service will result in high satisfaction and more frequent repeat purchases. The word quality contains many definitions and meanings, different people will interpret it differently, but from the several definitions that we can find, they have some similarities, although only the way of delivery is usually found in the following elements: Quality includes efforts to meet or exceed customer expectations. Quality includes products, services, people, processes and the environment. Quality is a condition that is always changing. According to Zeithaml, Bitner, and Gremler (2009) argue that customer satisfaction is influenced by the quality of services provided by a company. There are five dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy.

Price

Price is a form of the value of an item or the amount of money charged to a good or service. Price is a factor that must be controlled harmoniously and in harmony with the goals to be achieved by every business (Kotler, 2009) in (Nasution, 2017). Hasan (2013) in (Nasution, 2017) stated that basically the rate or price is an offer to the buyer or market. Whether the market is accepted or not, buyers and the market will determine. Conversely, if the market refuses then the company must review the pricing. Price is the most important decision variable taken by customers for various reasons. So it can be concluded that price is an amount of money that has been determined by the company in exchange for goods or services traded and something else held by the company to satisfy customer desires and is an important factor in making decisions in purchasing (Nasution, 2017).

According to Kotler and Armstrong (2008: 278) in (Harsanto, 2018) there are 4 indicators that characterize price, namely: Affordability, Conformity of price with product quality, Price competitiveness, Price compatibility with benefits.



Price is the sum of all the values a customer exchanges to benefit or use a product or service. Historically, price has been the main factor influencing buyer choice, although past prices have also been very important in determining buyer choice behavior. Price is the only element in the marketing mix that generates company revenue; all other elements represent costs, thus making the pricing strategy adopted by a company critical to the success of an organization. The freedom of a company's pricing will vary with the different types of markets in which it operates, and that more and more companies are basing their prices on perceived product value. Marketers have noted a fundamental change in consumer attitudes towards price and quality, and are now adopting a value pricing strategy; Kotler and Armstrong (2005) offer the right combination of quality and good service at a reasonable price (Wairimu, 2011).

According to Tjiptono (2014: 193) in (Azizah, 2020), price can be interpreted as an amount of money or monetary units and/or other (non-monetary) aspect units that contain certain uses needed to obtain a service. With the following indicators: Pricing decisions are elements of the marketing mix that are flexible, meaning they can change quickly. From the consumer's point of view, price is associated with the perceived benefits of an item or service. At a certain price level, if the benefits received by consumers increase, the value will also increase. And vice versa, at a certain price level, the value of a good or service increases with an increase in profits. Price elasticity, which reflects the sensitivity of demand to changes in the level of demand for prices. The price chosen has an immediate effect and determines the level of activity. Competitor prices are another factor that influences pricing decisions. if prices are too high, while competitors charge lower prices, then customers can switch to competitors. According to Zeithaml (1988) in (Razak, 2016), from the customer's point of view, "price is what is sacrificed or sacrificed to obtain a product or service". Bei and Chiao (2001) in (Razak, 2016) show that "price is defined as what is sacrificed or sacrificed to obtain a service or product". who are happy to pay more cash compared to other customers. Pricing will affect customer perceptions and will ultimately affect their willingness to become customers.

Promotion

Promotion according to Kotler and Armstrong (2014: 77) in (Akbar, 2020) is an activity that communicates product superiority and persuades consumers to buy the product. This definition can say that by holding promotional activities, producers can convey various information to consumers. Promotion can also help introduce consumers to a production to be able to choose which product they want through messages that persuade, remind, inform, and encourage consumers to buy the products offered. In carrying out promotional activities there are various promotional tools designed to encourage increased sales volume. Indicators according to Kotler and Armstrong (2012: 432) in (Akbar, 2020): Advertising (advertising), Sales promotion, Private sale (private sale), Public relations (public relations) and Direct marketing (direct sales). Based on the above, the conceptual of thinking below :

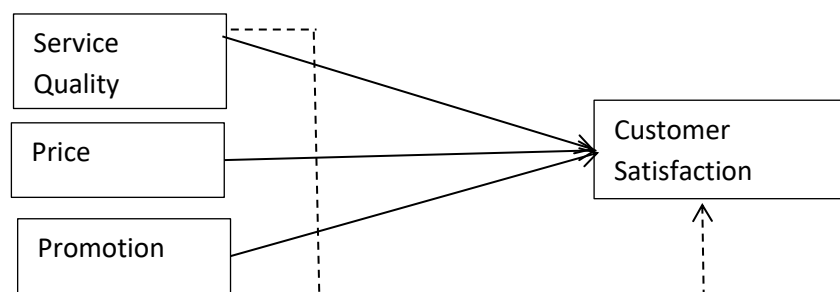


Figure 1: Frame of Thinking

Based on the above theory and conceptual of thinking, the hypothesis are as below:

H1 : There is an effect of service quality on the customer satisfaction

H2 : There is an effect of price on the customer satisfaction

H3 : There is an effect of promotion on the customer satisfaction

H4 : There are simultaneously effect of service quality, price and promotion on customer satisfaction

METHOD

This study aims to determine and analyze the impact of service quality, price and promotion both partial and simultaneous on customer satisfaction of user the XL axiata mobile internet. The population of the research is students of the three college in Tangerang Selatan. The sample used the purposive sampling method by determining the sample size using the general reference of SEM sample, which is 5-10 times the number of indicators according to Hair in Supriyadi, 2014. The sample of 220 respondents. Data collected by questionnaires. The data analyzed with Sturctural Equation Modelling (SEM) and the tools using Lisrel 8.80.

The measurement model uses convergent validity to determine the validity of an indicator. In this research was applied the Maximum Likelihood Estimation (MLE) approach and Confirmatory Factor Analysis (CFA) was used to examine the relationship between constructs and indicators based on the theory created when assessing the questionnaire questions. Cronbach's alpha is also used to assess the dependability of constructs.

RESULT AND DISCUSSION

The demographic of the respondent with dominant number is female as 129 respondents and male as 91 respondents. The range of age with dominant range is 21-30 as 119 respondents this range of age are come from the students of three big university at Tangerang Selatan.

And we divide the respondent base on the numbers of the university student where the formula as follows, Universitas Pamulang with the big numbers of students is 60% of the respondents or 132 respondents, UIN Syarif Hidayatullah is 22% or 48 repsondents and Universitas Muhamadya Jakarta is 18% or 40 respondents.

The validity test indicates the accuracy of a measuring instrument of the construct. The validity test was conducted by confirmatory factor analysis (CFA) which aims to confirm the most dominant factors in a group of variables (factor numbers are obtained from the Loading factor λ).

A question item is said to be valid if the CR value > 5.0 indicates that the variables are significantly the dimensions of the formed latent factors (Ferdinand, 2002).

A valid instrument is an instrument capable to be continue to the next test. A reliable instrument is an instrument that consistent event have been used in several times (Sugiyono, 2016). Following are the results of the validity test:



Table 2. The Validity Test Result

Construct	Variable	Factor loading	Critical Ratio	Criteria
FAS		0,68	0,50	Valid
KONS	(Service Quality)	0,69	0,50	Valid
INT		0,76	0,50	Valid
PER		0,81	0,50	Valid
BJK		0,71	0,50	Valid
WJR	(Price)	0,64	0,50	Valid
MAN		0,66	0,50	Valid
KOM		0,65	0,50	Valid
SES		0,55	0,50	Valid
SMED	(Promotion)	0,64	0,50	Valid
INS		0,62	0,50	Valid
SPS		0,67	0,50	Valid
PRS		0,66	0,50	Valid
HMS	(Customer Satisfaction)	0,68	0,50	Valid
PL		0,74	0,50	Valid
PSH		0,75	0,50	Valid
PSP		0,77	0,50	Valid
PS ALL		0,61	0,50	Valid

Source : Primary data, 2023

According to the table 2, all of the indicator on the construct variable are valid, where factor loading are $> 0,50$

Reliability Test

Reliability is a measure of the internal consistency of the indicators of a construct that shows the degree of which each indicator. The minimum reliability value of the acceptable latent variable is more than 0.7. The following are the results of the reliability test.

Table 3 Reliability Test Result

Variabel	Construct Reliability	Critical Ratio	Criteria
Service Quality	0,98	0,70	Reliable
Price	0,97	0,70	Reliable
Promotion	0,98	0,70	Reliable
Customer Service	0,97	0,70	Reliable

Source : Primary data, Lisrel 8.80

According to the table 3, all of the variable of the construct are reliable, where factor loading are $> 0,70$. Based table 3, on the above result of validity and reliability test, in can be concluded that the construct can be continue to the next test.

Goodness of Fit Result

The overall model fit test is related to the analysis of goodness of fit (GOF) with the results of the analysis as follows:

Table 4 Goodness of Fit Result

No	Goodness-of-Fit	Cutt-off-Value	Hasil	Keterangan
1	GFI	= 0,90	0,92	<i>Good Fit</i>
2	RMSEA	= 0,08	0,074	<i>Good Fit</i>
3	AGFI	= 0,90	0,89	<i>Marginal Fit</i>
4	NFI	= 0,90	0,97	<i>Good Fit</i>
5	CFI	= 0,90	0,98	<i>Good Fit</i>
6	IFI	= 0,90	0,98	<i>Good Fit</i>
7	RFI	= 0,90	0,97	<i>Good Fit</i>
8	Independence CAIC Model CAIC Saturated CAIC	CAIC Sat < CAIC Ind. Model	114516.70 4012.04 < 10204.23	<i>Good Fit</i>
9	RMR	= 0,05 atau = 0,1	0,030	<i>Good Fit</i>
10	ECVI ECVI for Saturated ECFI for Independence	ECVI sat < ECVI Indep. Model	15,87 14,58 < 521,78	<i>Good Fit</i>
11	PGFI	= 0,60	0.60	<i>Good Fit</i>

Source: data analysis, lisrel 8.80

Based on the Table 4, criteria of the goodness of the SEM model, all indicators are in a Good Fit value, that means the SEM model formed is already in the Good Model category.

Hypothesis Test

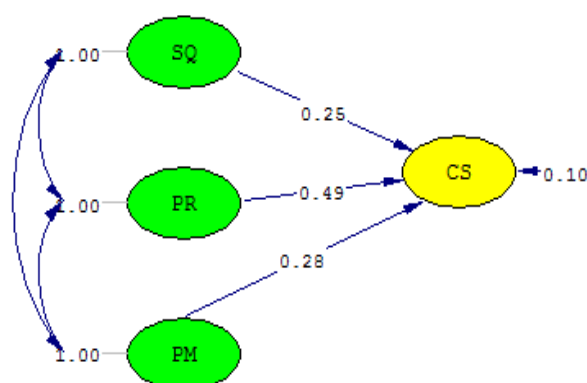


Figure 2 Standardized Coefficient

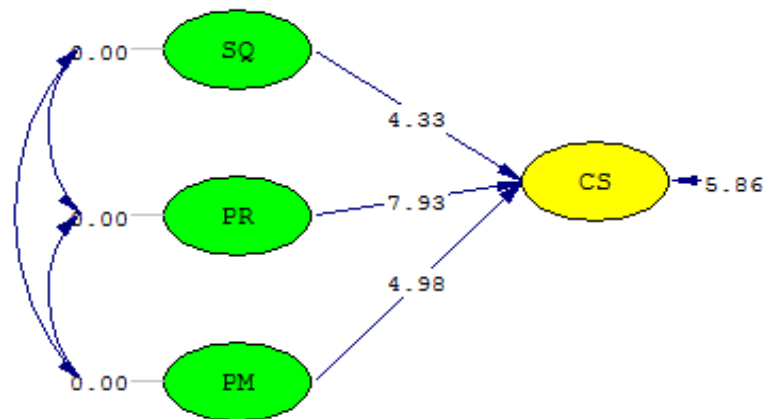


Figure 3 T Value Model

According the figure 2 and figure 3, below are the hypothesis result:

Table 5 Hypothesis Test Result

Source : Lisrel 8.80 (2022)

Hypothesis	Deskripsi	Standardized Coefficient/R ²	t-value/ F-value	Result
H1	Service Quality → Customer Satisfaction	0,25	4,34	Ha Accepted
H2	Price → Customer Satisfaction	0,49	7,93	Ha Accepted
H3	Promotion → Customer Satisfaction	0,28	4,98	Ha Accepted
H4	Service Quality, Price, Promotion → Customer Satisfaction	R2=0,90	488	Ha Accepted

Source : Lisrel 8.80

Base on the hypothesis analysis result on the table 5 below are the research Finding:

Hipotesis 1 : There is an effect of Service Quality on Customer Satisfaction

Based on the results of analysis, the value of t count > t table, or $4.34 > 1.96$ and $\alpha = 0.005$. This means Hypothesis 1 is accepted, there is a positive and significant effect of service quality on customer satisfaction. .

The coefficient of determination $R^2 = 0.25$ indicates that the contribution of service quality to increasing customer satisfaction is 25%.

Hipotesis 2: There is an effect of Price on Customer Satisfaction

Based on the results of analysis, the value of t count > t table, or $7.93 > 1.96$ and $\alpha = 0.005$. This means Hypothesis 2 is accepted, there is a positive and significant effect of price on customer satisfaction. .

The coefficient of determination $R^2 = 0.49$ indicates that the contribution of price to increasing customer satisfaction is 49%.

Hipotesis 3: There is an effect of Promotion on Customer Satisfaction

Based on the results of analysis, the value of t count $>$ t table, or $4.98 > 1.96$ and $\alpha = 0.005$. This means Hypothesis 3 is accepted, there is a positive and significant effect of promotion on customer satisfaction.

The coefficient of determination $R^2 = 0.28$ indicates that the contribution of promotion to increasing customer satisfaction is 28%.

Hipotesis 4: There is an effect of Service Quality, Price, Promotion on Customer Satisfaction

Based on the results of analysis, the value of f count $>$ f table, or $488 > 1.96$ and $\alpha = 0.005$. This means Hypothesis 4 is accepted, there is a positive and significant effect simultaneously of service quality, Price, Promotion on customer satisfaction.

The coefficient of determination $R^2 = 0.90$ indicates that the contribution of service quality, price and promotion simultaneously to increasing customer satisfaction is 90%.

DISCUSSION

Based on the hypothesis 1, there is a positive and significant effect of Service quality on Customer Satisfaction on XL mobile internet users among college students in Tangerang Selatan with the most dominant indicator of the Service Quality variable is facilities dimension (physical facilities/tangible) physical facilities. The results of this study indicate that the better the quality of service provided by XL mobile internet, will increase the customer satisfaction.

This result is supported by the previous research by (Anggraini, 2020), (Akbar, 2020) and (Fikri, 2016) and this is in line with the theory by Tjiptono (2005) in (Fikri, 2016) that service quality has a close relationship with satisfaction. Based on the hypothesis 2, there is a positive and significant effect of price on customer satisfaction in XL mobile internet users among college students in Tangerang Selatan the most dominant indicator of the price variable is the competitive dimension (competitive prices, prices that provide bonus options and frugal package prices) with the most dominant dimension being prices according to the benefits felt by consumers. This shows that consumer satisfaction in using XL cellular internet is influenced by competitive prices, as well as available price options with bonuses and economic package price options. This result is in contrast to the results of previous research conducted by (Hidayat D. R., 2020), (Rusmawati, 2018) and research by (Efendi, 2019) where price partially does not have a positive and significant effect on consumer satisfaction.

However, the results of the study are in accordance with the theory put forward by Parasuraman et al (1988) in (Hidayat R., 2018) price is something that must be sacrificed to obtain several types of products and services, where the lower the perceived price, the lower the perceived sacrifice and customers are more satisfied with the perceived price of the entire transaction created.

Hypothesis testing 3 there is a positive and significant effect of promotion on customer satisfaction in XL mobile internet users among college students in Tangerang Selatan, the most dominant dimension of the promotion variable is the sponsorship dimension XL Axiata being a sponsor for major events and regularly sponsors events. This shows that consumer satisfaction in using XL's mobile internet is influenced by XL's way of attracting customer attention through regularly sponsoring large events.

These results are supported by previous research, namely by (Kurniawan & Chandra, 2020), (Ratnasari, 2020) and research by (Sutopo, 2012). This is in line with the theory presented by Jerome McCarthy and William D. Perreault, Jr. (1993:294) in (Sutopo, 2012) that promotion is an activity of communicating information from sellers to buyers or other parties in the channel to influence consumer attitudes and behavior. Based on the hypothesis 4, there are positive and significant effect simultaneously of service quality, price and promotion on customer satisfaction.



The results of this study are inline with the several previous studies conducted by (Wibawa & Farida, 2014), (Yanti, 2021) and (Romagia & Putra, 2017) that there is a simultaneous significant effect of service quality, price and promotion on customer satisfaction at PT. Trans Panorama Tourism.

CONCLUSION

Based on the analysis results and study, it can be concluded that service quality has 25% contribution in increasing the customer satisfaction of internet mobile XL Axiata, price has 49% contribution in increasing the customer satisfaction of the mobile internet XL Axiata, promotion has 28% contribution in increasing the customer satisfaction of the mobile internet XL Axiata, and simultaneously service quality, price and promotion has 90% contribution in increasing the customer satisfaction of mobile internet XL Axiata among the students of the three big college in Tangerang Selatan

According to the conclusion that price is the dominant variable in increasing the customer satisfaction, so the suggestion is that the XL Axiata management should paid full attention on the price strategy to increase the customer satisfaction. The price strategy can be implemented is the price which offering the low budget package and price with benefit and bonus. This is also in line with the research from (Andalusi, 2018) and (Tesar & Suprihadi, 2022).

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