



The Implementation of Service Quality, Selling Prices, and Marketing Strategy for Customer Loyalty of PT. Indonesian Telecommunication (Indihome's Case Study)

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ABSTRACT

The purpose of this study was to determine whether service quality, selling price, and marketing strategy had an effect on customer loyalty, especially in the field of services. The research was conducted using a quantitative descriptive method. The location of this research was carried out at the Telkom Regional Operation Center 2 (ROC-2) Office, Central Jakarta. In this case the determination of the number of respondents using the Hair's technique with total respondents in this study amounted to 75 customers who represent Indihome and Telkomsel users in Regional 2. Data collection methods used observation techniques and questionnaires. This research uses validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis test, hypothesis test, and coefficient of determination test. The results showed that the service quality and selling price partially had no significant effect on customer loyalty, but the marketing strategy partially had a significant effect on customer loyalty. Based on the F test, the research results obtained are service quality, selling price, and marketing strategy simultaneously have a significant effect on customer loyalty.

INTRODUCTION

In today's technology-savvy era, a company is faced with many challenges in its business journey. Every company that is carrying out its business activities certainly makes every effort to attract consumers to use or consume goods or services from a company. Basically, there are various ways that companies can try to fulfill the taste/satisfaction/customers/of the products or services offered first, with the company continuing to develop following the latest technological trends. Second, the more customers a company has, the more types of needs that must be met, this is because customers have varying needs, so the company must have a high level of initiative in responding to all complaints. Third, customers are the main thing in the business world, so the most important thing in business is customers. Fourth, the costs incurred to retain regular customers can be said to be much less or small compared to new customers, because all of this requires additional time and costs, journal citation (Ariga, et al., 2018).

Currently PT. Indonesian Telecommunication (Telkom) is bringing out a new innovation, namely fixed broadband. This is being done to deal with the growth in users of telecommunications and information technology. Fixed broadband is an internet network that uses copper cable technology, Fiber To The Home (FTTH) / fiber optic, Wireless Local Area (WLAN), and satellite.

PT. Telekomunikasi Indonesia (Telkom) is one of the many companies that has used fixed broadband. In 2015 Telkom launched a new product called Indihome, which is a Telkom service product that uses fiber optic technology. And Indihome itself offers 3 packages, namely internet, television/interactive, and/telephone/home services. Telkom products are spread throughout Indonesia, divided into 7 regions. Based on data from Telkom Indonesia's internal application, in 2021 from January to May there was an increase in users in Region 2. Starting from 1,891,938 users to 1,956,662. This proves that Telkom has succeeded in attracting attention by releasing Indihome products.

The bidding system offered by Telkom is very interesting customers who are willing to use Indihome products. However, each product definitely has advantages and disadvantages to offer. So in June 2021 there was a decrease in customers in Region 2 from the previous month, namely May 2021, from 14,776 customers to 1,941,885 customers. The end of 2021 experienced another decline in the number of customers, namely in October, November and December with the respective number of customers being 2,014,475; 2,010,637; 2,004,131 customers. The decline in the number of customers still occurred in the last three months of 2022, starting from January with 2,004,190 customers becoming 1,974,850 customers in February and in March 2022 Indihome customers becoming 1,995,880 customers. The significant decline in customers has had an impact on the number of complaints felt by Indihome users. Every customer definitely has the hope that Indihome will have good products and service quality, but up to now there are still many customers who complain about poor Indihome service via telephone and via Indihome's official social media. Most complaints about Telkom products come from Region 2 which includes the cities of Jakarta, Bogor, Tangerang and Bekasi. Meanwhile, Regional 2 is the No.

1 region with the most customers in Indonesia with an average number of customers of 1,804,622 in 2021.

In the early 1990s, companies only assumed that consumers liked goods or services that were widely available and had low prices. And at that time the company used the production marketing concept. However, as time goes by, marketers in many companies now use a holistic marketing concept, namely that marketers not only try to meet consumer needs, but also take part in protecting the environment and consumers themselves.

The task of a company is not only to attract customers buying, but also how to have a good relationship with consumers. According to (Putri, 2016) service quality is a combination of two characters, namely marketing, production and maintenance, which aims to ensure that what customers expect is in accordance with the products and services they receive. If Indihome's quality/service is lacking for its customers, it will affect the assessment of the level of customer satisfaction. Service provided well will make customers feel satisfied so that with this, all service providers should provide optimal quality of service to support customer welfare. According to (Putri, 2016) customer satisfaction can be assessed from the customer's feelings of pleasure and disappointment with a product which is caused by the quality or performance offered.

Apart from service quality, the selling price also supports customer satisfaction. The selling price offered should be directly proportional to the quality of service received by customers. According to (Toar, et al., 2017) selling price is a factor that greatly influences the development of a company which is decided by management. With a good marketing strategy you can also increase customer satisfaction. In accordance with (Kotler & Keller, 2017) marketing strategy is a variable component that is a means of meeting the needs and desires of each customer.

THEORETICAL REVIEW

Service Quality

Developments in the field of technology continue to occur from time to time so that this creates high competitiveness in attracting consumer interest in a product or service that is available.

Service quality is one of the key factors in gaining customer loyalty to a company. Increasing lifestyles and changing consumption patterns are demands for companies to ensure that customers provide quality service. Quality has its own requirements, namely the fulfillment of certain standards or requirements. In other words, quality is the effort or efforts made to meet customer needs and desires. Apart from that, quality can be said to be a description of a condition that is dynamic and related to products, services/people, the environment and processes in an effort to meet or exceed expectations according to (Tjiptono, 2015).

From the description above, it can be summarized that the quality of service expected by customers is the best service that the company can provide with advantages that are different from the services previously received. The

quality of service provided is directly proportional to the customer response that the company will receive, therefore service quality that is good or even exceeds customer expectations will generate a good response too.

There are 5 dimensions of service quality which have been summarized by (Putri, 2016) including: Tangibles, Empathy, Reliability, Responsiveness, Assurance. Service quality is a series of actions or abilities of employees in a company to be able to provide quality and best service to customers, fellow employees and company leaders carried out with full commitment.

According to (Aprillia, 2019) service quality is an employee's ability to provide the best service and have a commitment to solving problems faced in serving customers directly.

Selling Price

Price is a component that must be under good control by the company, this is because several aspects carried out by the company can easily influence the price. The aspects in question are sales activities and profit targets that the company will obtain. According to (Kotler & Armstrong, 2018), price is the sum of all the values obtained from all customers to gain benefits from using a product. In the marketing mix, price is an element that can generate profits for the company, besides that price has a flexible nature that can change at any time (Mujid & Andrian, 2021). The beginning of the history of trade was bartering. Barter is an activity of exchanging goods carried out by each individual for goods of equal value. As time goes by, the process of exchanging goods has been replaced by guidelines for the currency used in the transaction process. The existence of provisions on the value determined for an item in the buying and selling process is the origin of the price. Prices are determined from several factors such as predetermined quantities, quantity, promotions, and delivery. In the field of science that studies marketing, it is said that price is an element of the marketing mix that is capable of generating profits.

Marketing Strategy

Marketing strategy means that it is the result of a mindset in marketing which is used by a company as an effort in the process of achieving its goals. Marketing strategy functions in the process of determining the intended target market and the related marketing mix. This is a big picture of what the company will produce in several markets according to (Setyorini, et al., 2016).

According to (Rofiki, et al., 2021) strategy is a very basic plan in achieving common goals. Marketing strategy is a core approach that includes main decisions regarding target markets, product placement, marketing mix, and the budget needed to achieve targets that have been set and carried out by a company or business actor, according to (Elwisam & Lestari, 2019). A series of marketing programs include persuasive actions that can influence consumer interest in a product, such as making price changes, strategies for creating special advertisements or promotions, and so on.

Customer Loyalty

Customer loyalty is a customer's tendency to buy a product or use a service provided by a company with a high level of consistency. Customer loyalty will be the key to success not only in the short term but to sustainable competitive advantage. This is because customer loyalty has strategic value for the company. The rewards of loyalty are long-term and cumulative. So the longer a customer's loyalty is, the greater the profit the company can obtain from a consumer.

According to (Oliver, 2014) states that customer loyalty is a customer's deep commitment to re-subscribe or re-purchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause changes in behavior. Meanwhile, according to (Morais, 2005) says that customer loyalty is a customer's commitment to a store brand, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

Next, (Parasuraman, 2002) defines customer loyalty in the context of service marketing as a response that is closely related to a pledge or promise to uphold the commitment that underlies the continuity of the relationship, and is usually reflected in continued purchases from the same service provider on the basis of dedication and pragmatic constraints. Keeping customers happy and loyal is a challenge for companies and the best way to survive the competition. (Hasan, 2015) said that customer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for that product.

Based on several definitions from several experts above, it can be concluded that customer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and pay for the product.

Thinking Framework

Based on the literature review that has been explained, the research framework was developed as follows:

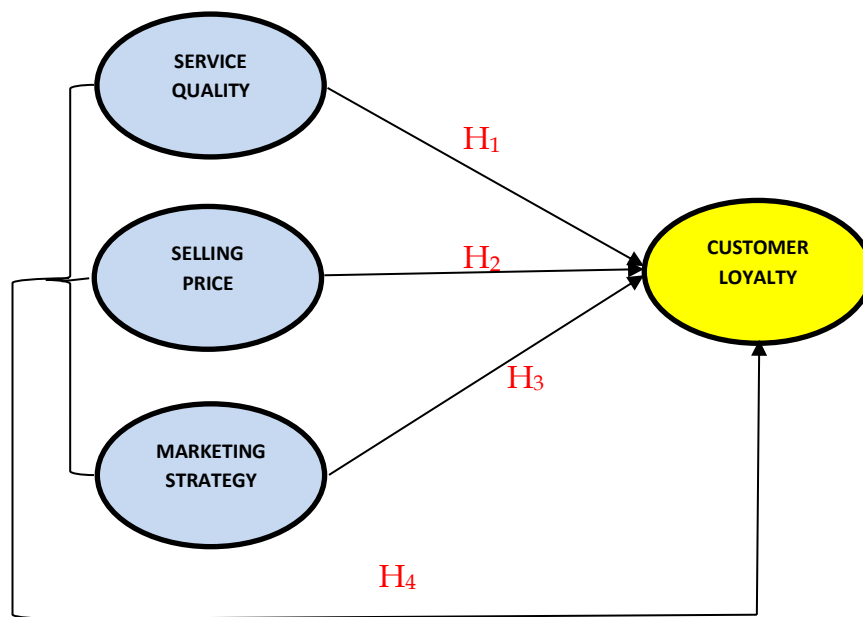


Figure 1. Conceptual Framework

METHODOLOGY

This research is a case study with the research method used is quantitative. This research method was chosen because it is considered to be more systematic, clearly planned, structured, and has clear stages from the beginning to the end of the research and cannot be influenced by several circumstances that may occur in the field. Because the specifications of quantitative research are structured in a strict and orderly manner, there is an overview from the initial stage to the final stage of the research. Research using this method is closely related to numbers at each stage, starting from data collection, data analysis, and presentation of results. (Hardani, et al., 2020) describe quantitative as research that cannot be separated from the large number of numbers used at each stage, such as in the process of collecting data, analyzing findings, and presenting findings.

Determining the number of respondents using the Hair technique by calculating the sample size at a minimum of five times the analyzed variables or indicators, the total number of respondents in this study was 75 customers representing Indihome users in Regional 2. The data collection method used observation and questionnaire techniques. This research uses validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple regression analysis tests, t tests, F tests, and coefficient of determination tests.

RESULTS

Validity Test

This testing the validity of the instrument can be measured in 2 ways as follows following:

1. Determine the correlation between the question item scores (indicators) and the total variable score. The significance test is carried out by comparing the calculated r (results of the Correlated Item - Total Correlation column) with the results of the r table calculation for degree of freedom (df) = $n-2$, where n is the number of samples.
 Criteria: The indicator is declared valid if the calculated r value $>$ r table.
2. Conduct a bivariate correlation between each indicator score and the total variable score.
 Criteria: Sig. $<$ 0.05 for each question indicator is declared valid.

Table 1. Validity Test

Correlations					
		Service Quality	Price	Marketing Strategy	Customer Loyalty
Service Quality	Pearson Correlation	1	0.662	0.626	0.573
	Sig. (2 tailed)		0.000	0.000	0.000
	N	75	75	75	75
Price	Pearson Correlation	0.662	1	0.631	0.575
	Sig. (2 tailed)	0.000		0.000	0.000
	N	75	75	75	75
Marketing Strategy	Pearson Correlation	0.626	0.631	1	0.595
	Sig. (2 tailed)	0.000	0.000		0.000
	N	75	75	75	75
Customer Loyalty	Pearson Correlation	0.573	0.575	0.595	1
	Sig. (2 tailed)	0.000	0.000	0.000	0.000
	N	75	75	75	75

Source : Data processed by SPSS in 2023

Based on the data from the results of table 1 above, it can be seen that the output of significant results for all indicators shows significant results, namely $0.000 < 0.05$, so it can be concluded that each question indicator is valid.

Reliability Test

Reliability is usually measured by repeating several similar questions in the next number or can also be seen by consistency with other questions. Reliability measurement can be done in 2 ways, namely:

1. Repeated Measure or re-measurement.
2. One Shot or one-time measurement, namely the measurement results are compared with other questions or measure the correlation between question answers. A variable is said to be reliable if it provides a Cronbach Alpha value $>$ 0.70.

Table 2. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	N of items
0.846	0.862	4

Source : Data processed by SPSS in 2023

Based on the data in table 2 above, it shows that the results of the Cronbach Alpha value are $0.846 > 0.70$, so it can be concluded that the questionnaire distributed in this study is reliable.

Normality Test

The Kolmogorov Smirnov test is the most widely used normality test in statistical data processing. The reason this test is often used is because this test is very simple and there are no differences in perception or opinion between researchers.

Basically, this test compares the distribution of data (which will be tested for normality) with a standard normal distribution. The standard normal distribution is data that has been converted into Z Score form and is assumed to be normal. In simple terms, the Kolmogorov Smirnov test is a test of the difference between the data to be tested for normality and standard normal data.

The application of this test is that if it is significant below 0.05, it means that the data to be tested has a significant difference from standard normal data, meaning the data is not normal. With the following criteria:

- $p < 0.05$ data distribution is not normal
- $p \geq 0.05$ data distribution is normal

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test					
		Service Quality	Price	Marketing Strategy	Customers Loyalty
N		75	75	75	75
Normal Parameters ^{a,b}	Mean	11.77	10.93	12.77	9.45
	Std. Deviation	2.275	2.591	1.775	1.417
Most Extreme Differences	Absolute	0.126	0.113	0.151	0.225
	Positive	0.089	0.087	0.111	0.225
	Negative	-0.126	-0.113	-0.151	-0.148
Test Statistic		0.126	0.113	0.151	0.225
Asymp. Sig (2 tailed)		0.005	0.019	0.000	0.000

Source : Data processed by SPSS in 2023

Based on the results of the data in table 3 above, it shows that the p-value for the variable (X_1) is $0.005 < 0.05$, then the variable (X_2) has a p-value of 0.019 or can be rounded up to $0.02 < 0.05$, and The p-value for the variable (X_3) is $0.000 < 0.05$, and for the variable (Y) it is $0.000 < 0.05$. So the conclusion is that the data in this study is not normally distributed.

Multicollinearity Test

This test has the aim of testing the regression model to determine whether there is a correlation between the independent variables. For this reason, there are several ways to detect multicollinearity as follows:

1. The resulting R² value is very high, however individually, many of the independent variables are not significant affects the dependent variable.
2. Analyze the correlation matrix of independent variables. If between/independent/variables/there is/a/sufficient/high correlation (above 0.90), then this shows an indication of multicollinearity.
3. It can also be seen from the tolerance value and its opposite variance inflation factor (VIF). The closing value that is generally used to indicate the presence of multicollinearity is a tolerance value ≤ 0.10 or equal to ≥ 10 .

Table 4. Multicollinierity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 Constant	3.277	0.923		3.552	0.001		
Service Quality	0.142	0.079	0.229	1.810	0.074	0.490	2.043
Price	0.126	0.069	0.231	1.816	0.074	0.484	2.065
Marketing Strategy	0.244	0.097	0.306	2.508	0.074	0.524	1.908

Source : Data processed by SPSS in 2023

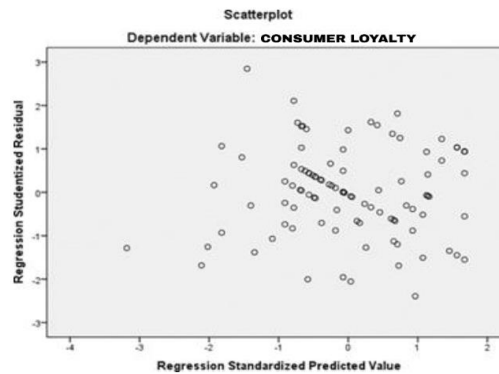
Based on the data from table 4 above, it can be seen that the results of the tolerance value calculation show that there are no independent variables that have a tolerance value of less than 0.10, namely for the variable (X1) it is 0.490; for variable (X2) it is 0.484; and for the variable (X3) it is 0.524. And the calculation of the VIF value shows that there are no independent variables that have a VIF value of more than 10. For the variable (X1) it is 2.043; for variable (X2) 2.065; and for (X3) it is 1.908. So referring to the basis for decision making in the multicollinearity test, it can be concluded that multicollinearity does not occur.

Heteroscedasticity Test

Detecting the presence or absence of heteroscedasticity can be done by looking at certain patterns on the scatterplot graph between ZRESID and SPRED where the Y axis is the predicted Y, and the X axis is the residual (prediction - actual Y) which has been studentized.

The basic analysis of the Heteroscedasticity Test:

1. There is a certain pattern, the pattern can be in the form of regular dots (wavy, widened or narrowed) then this can be indicated as heteroscedasticity.
2. If there is no clear pattern, as well as the dots are spread over and below the Y axis, then heteroscedasticity (homoscedasticity) does not occur.



Source : Data processed by SPSS in 2023

Figure 2. Heteroscedasticity Test

Based on the data results in Figure 1 above, it shows that heteroscedasticity does not occur because the points are spread randomly. Spread both above and below the number 0 on the Y axis. With this it can be concluded that the regression model is suitable for predicting patient loyalty based on the independent variable input.

Multiple Linear Regression Analysis Test

The multiple linear regression test is a model of an equation that explains the relationship between one dependent variable and two or more independent variables. The purpose of this test is to predict the value of the dependent variable if the values of the independent variables are known. And it can be seen how the direction of the relationship between the dependent variable and the independent variable is.

Table 5. Multiple Linear Regression Analysis Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.277	0.923		3.552	0.001		
Service							

Quality	0.142	0.079	0.229	1.810	0.074	0.490	2.043
Price	0.126	0.069	0.231	1.816	0.074	0.484	2.065
Marketing Strategy	0.244	0.097	0.306	2.508	0.014	0.524	1.908

Source : Data processed by SPSS in 2023

Based on the data from table 5 above, the following regression equation is obtained:

$$Y = 3,277 + 0,142 X1 + 0,126 X2 + 0,244 X3 + e$$

Hypothesis Test

a. Partially t Test

Based on the significance value (Sig.), if the significance value (Sig.) < probability 0.05 then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted. However, if the significance value (Sig.) > probability 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

Based on a comparison of the calculated t value with the t table. If the calculated t value > t table then there is an influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is accepted. However, if the calculated t value < t table then there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

Table 6. Partially t Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.277	0.923		3.552	0.001		
Service Quality	0.142	0.079	0.229	1.810	0.704	0.490	2.043
Price	0.126	0.069	0.231	1.816	0.704	0.484	2.065
Marketing Strategy	0.244	0.097	0.306	2.508	0.014	0.524	1.908

Source : Data processed by SPSS in 2023

With n = 75, we get df = 75 - 2 = 73, t table is 1.993. Based on the data from table 6 above, the results can be obtained:

For constants, the sig value is 0.001 < 0.05 and the calculated t value is 3.552 > t table 1.993. So it can be concluded that the constant is acceptable, because there is an influence between the variables Service Quality (X1), Selling Price (2), and Marketing Strategy (X3) on the Customer Loyalty variable (Y).

b. Simultaneous F Test

Based on the significance value (sig.) of the Anova output. If the sig. value < 0.05 then the hypothesis is accepted, meaning that the independent variable (X) simultaneously influences the dependent variable (Y). However, if the sig. value. > 0.05 then the hypothesis is rejected, meaning that the independent variable (X) simultaneously has no effect on the dependent variable (Y).

Based on a comparison of the value of F calculated with the value of F table. If the value of F calculated > F table then the hypothesis is accepted, meaning that the independent variable (X) simultaneously influences the dependent variable (Y). However, on the contrary, if the value of F calculated < F table then the hypothesis is rejected, meaning that the independent variable (X) simultaneously has no effect on the dependent variable (Y).

Table 7. Simultaneous Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	66.220	3	22.073	19.027	0.000 ^b
Residual	82.366	71	1.160		
Total	148.587	74			

Source : Data processed by SPSS in 2023

With n = 75, we get 75 - 3 = 72, F table is 2.73. Based on the data from table 7 above, it can be concluded that the sig. value influences the variables of service quality (X1), selling price (X2), and marketing strategy (X3) simultaneously on customer loyalty (Y) because the value obtained is 0.000 < 0.05 and the value of F calculated is 19.027 > F table 2.73. So it can be stated that H4 is accepted, meaning that the independent variable (X) simultaneously influences the dependent variable (Y).

Coefficient of Determination Test (R²)

The range of coefficient of determination values is 0-1 with the assumption (0 ≤ r² ≤ 1). If the coefficient of determination value is small, it can be said that the ability of the independent variable to explain variations in the dependent variable is limited. The same goes for the opposite. The higher r² or closer to one, the better the model used.

Table 8. Coefficient of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.668 ^a	0.446	0.422	1.077

Source : Data processed by SPSS in 2023

Based on the data from table 8 above, it can be seen that the Adjusted R Square value is 0.422 (42.2%). This shows that the three Independent variables,

namely Service Quality (X1), Selling Price (X2), and Marketing Strategy (X3) in this research are able to explain a value of 0.422 (42.2%) for the Dependent variable, namely Customer Loyalty (Y). Meanwhile, the rest (100% - 42.2% = 57.8%) is influenced by other variables outside the regression model in this study.

DISCUSSION

Based on the results of tests carried out in research on Service Quality, Selling Prices and Marketing Strategy on Customer Loyalty at PT. Telkom Indonesia (Indihome's Case Study), will be explained through the following discussion:

1. Implementation of Service Quality on Customer Loyalty

Based on the test results and data analysis, partial test results were obtained which showed the calculated t value of 1.810 was smaller than the t table value of 1.993 with a significance value of 0.074 which was greater than 0.05. So it can be concluded that Service Quality partially has no effect on the Customer Loyalty variable.

2. Implementation of Selling Prices on Customer Loyalty

Based on the test results and data analysis, partial test results were obtained which showed the calculated t value of 1.816 was smaller than the t table value of 1.993 with a significance value of 0.074 which was greater than 0.05. So it can be concluded that the Selling Price partially has no effect on the Customer Loyalty variable.

3. Implementation of Marketing Strategy on Customer Loyalty

Based on the test results and data analysis, partial test results were obtained which showed the calculated t value of 2.508 was greater than the t table value of 1.993 with a significance value of 0.014 which was smaller than 0.05. So it can be concluded that Marketing Strategy partially influences the Customer Loyalty variable.

4. Implementation of Service Quality, Selling Prices and Marketing Strategy on Customer Loyalty.

Based on the results of the simultaneous test, the calculated F value was 19.027, which was greater than 2.73 (F table), based on this value, a conclusion was obtained that the hypothesis was accepted. From the results of this test it can also be seen that the significant value is 0.000, which is smaller than 0.05. Based on these two things, it shows that simultaneously (together) the variables Service Quality, Selling Price and Marketing Strategy have a significant effect on Customer Loyalty. According to the results and analysis of the coefficient of determination that has been carried out, the value of the coefficient of determination (Adjusted R Square) obtained is 0.422 or 42.2%. This shows that the three independent variables, namely Service Quality, Selling Price, and Marketing Strategy in this study are able to explain the value of 42.2% of the dependent variable, namely Customer Loyalty, while the remaining 57.8% of Customer Loyalty is influenced by other variables outside the regression model in this study.

CONCLUSIONS AND RECOMMENDATIONS

Provide This research was conducted with the aim of finding out the application of service quality, selling price and marketing strategy to Indihome customer satisfaction in Region 2. With the results obtained based on research through distributing questionnaires and using SPSS 26 data processing software, the following conclusions were obtained:

1. The partial test results for the Service Quality variable are not influence on Indihome Customer Loyalty in Region 2. Based on the calculated t value of 1.810, it is smaller than the t table value of 1.993 with a significance value of 0.074 which is greater than 0.05.
2. Partial test results for the Selling Price variable have no effect on Indihome Customer Loyalty in Region 2. Based on the calculated t value of 1.816, it is smaller than the t table value of 1.993 with a significance value of 0.074 which is greater than 0.05.
3. Partial test results for the Marketing Strategy variable influence Indihome Customer Loyalty in Region 2. Based on the calculated t value of 2.508, it is greater than the t table value of 1.993 with a significance value of 0.014 which is smaller than 0.05.
4. Simultaneous test results show that the variables Service Quality, Selling Price and Marketing Strategy have a significant effect on Customer Loyalty. Based on the calculated F value of 19.027 which is greater than 2.73 (F table), from this value we can conclude that the hypothesis is accepted.
5. The results of testing the coefficient of determination show that the three independent variables, namely Service Quality, Selling Price, and Marketing Strategy in this study are able to explain the value of 42.2% of the dependent variable, namely Customer Loyalty, while the remaining 57.8% of Customer Loyalty is influenced by other variables outside the regression model in this research.

The things recommended as suggestions in this research are:

1. Adding other variables not included in this research, such as product quality, customer satisfaction and promotions. With the hope that more comprehensive research results can be obtained regarding Indihome customer satisfaction.
2. For the Telkom company to pay more attention to marketing strategy. In particular, concern for customer complaints and customer needs. To be an example for standards from other providers.

FURTHER STUDY

For further research, increase the scope of respondents and Research was carried out in other regions (regions) such as Regional 1, Regional 3, Regional 4, Regional 5, Regional 6 and Regional 7 to obtain different test conclusions.

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