

## Analysis of the Influence of Service Quality, Emotional Satisfaction and Company Image on Customer Loyalty of Indihome PT Telkom Indonesia (Persero) Tbk

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### ABSTRACT

This study aims to analyze the influence of quality service (X1), emotional satisfaction (X2), and image of the company (X3) as variables free and loyal customers (Y) as variables bound. Data collection techniques include a questionnaire with a sample of as many as 145 people. The data analysis technique used To determine the influence between variables in the study is PLS-SEM. Research results show that Quality of Service influences customers' Emotional Satisfaction. Quality of Service and Emotional Satisfaction influence Corporate Image. Corporate Image influences Customer Loyalty. Quality of Service and Emotional Satisfaction have no influence on Customer Loyalty to Indihome at Plasa Telkom Banjarmasin.

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## INTRODUCTION

Competition in the broadband internet business in the country is tighter. Most recently, companies owned by countries also targeted the new share market, giving rise to a new brand For new broadband service. PT PLN, through child his company, offer the product a new broadband internet service called Iconnet. Besides, Lots still issue company products and home internet services, namely MNC Play, First Media, Orbit Telkomsel, Biznet And Still, among others. Based on a search of researchers from 2017 to 2021, nearly 8.3 million users of Indihome in Indonesia happened, install recede level of satisfaction among customers seen based on many complaints And action settlement interruption (quality service) given by Plasa Telkom throughout Indonesia. Report Annually PT Telkom Indonesia (Persero) Tbk Year 2021 says that based on Report Data Quality Services (QSO) from Quarter 1 (Q1) to Q4, results in satisfaction customer to service Indihome. It can be understood that Indihome, of course, makes an effort to fulfil the standard need very service quality as the motto carried by PT Telkom Indonesia (persero) Tbk.

For Plasa Telkom Banjarmasin, handling various complaints about the service of Indihome, as mentioned above, is related to not only the quality of services provided but also one decisive factor, level of satisfaction, emotions And image of the customer to the company. The goal, nothing else, is To create loyal customers among products Indihome. According to Griffin in Buchari Alma (2016), loyalty customer Indihome as built by Plasa Telkom, is expressed non-random purchases from time to time by multiple capture units decision. Characteristics of loyalty are if customers purchase repeat in a manner regular or regular. Factor the fundamental determinant directly causing birth loyalty among customers is if There is enhanced quality service, which is influential on satisfaction, emotions And the image company (Giovanis et al., 2014).

Sunyoto (2013) mentions that quality or quality in industry service is something product or service by the size that applies on the spot product the held And delivery at least The same with what you want And expected by the consumer. Kotler & Keller (2008) that quality service is the evaluation of somebody to place or location, people, equipment, tools, communication, And prices. Look before they decide For do purchase back in the future.

Giovanisaa et al. (2014) and Ladhari et al. (2011) have that emotional satisfaction, both positive and negative own, greatly influences loyalty to customers (customer loyalty). Satisfaction emotional is the response consumer to no suitability or suitability between the level of interest previously, And performance felt after usage. Satisfaction is emotionally influenced by the perception of quality service, quality product, price And characteristic factors of personal as well as character situation moment. Bagozzi (in Wong, 2004) stated that emotions influence customers. To take something decision, emotional positivity usually will be influential in desiring somebody to maintain a plan, Keep going, subscribe or share information about an activity or incident.

According to Hatch & Schulz in Warta (2017) image company focus on an impression or impression thorough from the outside world about the company and covers the view of customers, holders of stocks, media, and the public in a

manner general. Efforts handling various expected complaints can cause public interest, create top of mind for Indihome, And increase engagement of customers' products Indihome. Attachment is A manifestation of loyal customers because they feel satisfied with quality service, growth trust And a good perception of the image company.

The study by Pawitra (2013) also indicated that quality service influences positive satisfaction emotional and satisfaction emotional influential positive And significant to loyal customers. This is in line with Thomson's research (2015) explains that satisfaction emotional is something strong bond between characterized consumers with deep feelings about connection, affect, and excitement on particular brand consumption. Different from Yulianda And Dewi, Suhasto (2018) did a study And found that satisfaction with emotional influence is significant to loyalty customers. Hasanah (2018) also emphasized that the side satisfaction, emotional quality of service, trust And image company is influential positive And significant to the loyalty of customers. Study Rohana (2020) also confirmed this study Husna (2020) mentions that satisfaction is emotionally influential positive, And significant to customers' loyalty.

## **LITERATURE REVIEW**

### *Loyalty Customer*

Rahmayanty (2010) defines loyalty as the percentage of people who have bought in framework time confident And do purchase repeat since the first purchase. Whereas According to Antaki (2005), the customers doing business will define loyalty in various ways. Often customers do business with the company And purchase in a manner repeatedly used as size loyalty. This is loyalty equated or defined as the percentage of total spending in category products or services. Customer loyalty is essential for the company because when the company have loyal customers will bring profit for the company from purchase repeatedly done by loyal customer. Loyalty customers, according to Ladhari et al. (2011), can appear Because satisfaction exists customers as a consequence of quality service in fulfilling the hope customers so No. switch to the product other. Maintaining consumer Alone is essential in creating loyal customers; it is not easy because the company must see all dimensions of the business And determine How it should create a mark for consumers to build loyal customers And defend it.

### *Quality Service*

Sunyoto (2013) also mentioned that quality or quality in industry service is something product or service by the size that applies on the spot product the held And delivery at least The same as what you want And expected by the consumer. Quality service, according to Cronin and Taylor (1992) almost The same, with a something-centred attitude on effort fulfilment needs And desires as well as accuracy delivery. For offset hope consumers, that exists suitability between hope with perception management; standard Work employees are suitable with services provided with promised service And exists suitability

between service received expected consumer. According to Parasuraman et al. (1996, e.g. quoted, Tjiptono, 2016), quality service is a level of expected advantage And control on the level of superiority For fulfilling the desired customers. According to Kotler and Keller (2008), quality is the whole feature And characteristics of products or services that can fulfil needs. According to Cronin and Taylor (1992), as also confirmed by Giovanisaa et al. (2014), function quality service (functional quality) customer covers the five dimensions of SERVQUAL, which are tangibles, responsiveness, Reliability, assurance, and empathy.

#### *Satisfaction Emotional*

According to Schiffman (2008), satisfaction (satisfaction) is feeling somebody's pleasure or disappointment from comparing a performance-perceived product with hope. According to Kotler in Rangkuti (2006), satisfaction is feeling like or disappointing somebody due to comparing performance or perceived product with what is expected. Whereas according to Zeithaml et al. (1996), satisfaction is the fulfilment response to customers who are something evaluation that features product or service can provide something fun level in fulfilling customer desire. Bagozzi et al. (in Wong, 2004) define emotion as form arising mental readiness from evaluation cognitive to something incident or thought someone to follow by the physiological processes shown in a manner physique like form face And resulted in action Specific For confirm or control emotional the And matter This depends on the nature of the person experiencing it. For example, emotional positive somebody relates to a decision For still relate or subscribe temporary emotional negative related with the opposite decision, i.e. Potensi relate or Potensi subscribe. According to Wong (2004), customers who feel that potensi is the best affect loyal customers while feeling happy as potensi best influences quality relationships (subscription).

#### *Corporate Image*

The corporate image is formed from specific components. According to Sumarmi And Suprihanto in Warta (2017), there are 4 components in an image (image), namely:

1. Perception is interpreted as a result of observation of an element associated environment with a process of meaning.
2. Cognition is something individuals believe to stimuli belief This will arise if an individual has understood excitatory such, so the individual must give sufficient information And can influence his cognition.
3. Motive is circumstances in private, someone pushing desire individual For doing activities sure To use something purpose.
4. Attitude is the trend to act, perceive, think And feel in the face object, idea, situation or value. Attitude No behaviour but is a trend For behaving in specific ways. Corporate image No Can be engineered. It means the image will come from the effort taken by the company, so communication And openness company is one main factor For getting a good image company in the eyes of the customers. A good corporate image will impact an optimistic

company Because capable of giving trust to the customer so that increase the Power to pull customer To use something product or service in a short period or longer.

The conceptual framework synthesizes the relationships between variables compiled from various theories that have been described (Sugiyono, 2018, p. 67). Ladhari et al. (2011) and Giovanisaa et al. (2014) agreed that quality service owns very influence tightly to emotional satisfaction (ES) customers. Lehtinen And Lehtinen (1982 in Kang and James, 2004) mention that quality service owns a very influential significant image company (CI). Satisfaction with a customer is a feeling that arises as a result of the evaluation experience of the usage of products or services (Tjiptono, 2011). In line with this view, Bricci, Fragata, and Antunes (2016) confirmed that customer satisfaction produces a factor of trust in a company that offers a product or service. Mattila and Enz (Ladhari, 2011) found that the expression of emotion customers (e.g. smiling, contact eyes, and behaviour of thanking love) during interaction service correlated positively And significantly with the evaluation of their trust And the whole service company.

On the contrary emotion negative like disappointment correlated negatively to satisfaction, patronizing customer trust in service, And Finally caused disloyalty to product services provided. Johnson et al. (2001) argued that image, as attitude, in direct Certain will influence the loyalty of customers. Corporate image is a critical factor in evaluating the whole provider's service. Based on from study previously as well as the theoretical framework, draft quality service, emotional satisfaction, image company And loyalty customer as follows:

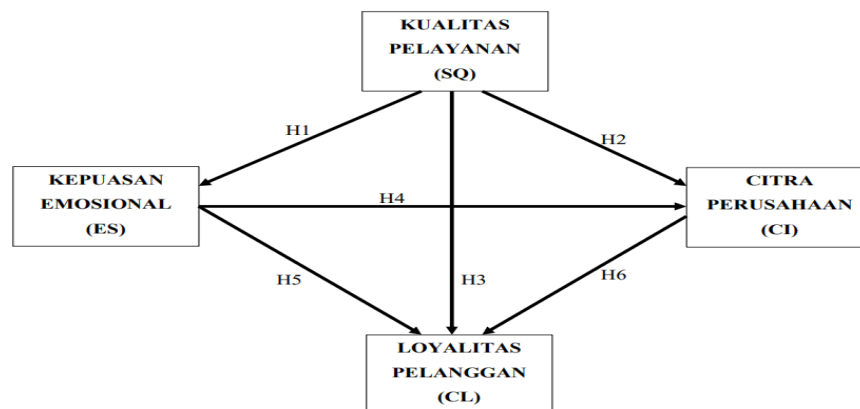


Figure 1. Conceptual Framework (Images Must Be in Good Quality)

## METHODOLOGY

This is associative research, namely research that aims to determine the relationship or influence between two or more variables (Sujarweni, 2015). The population in this study are all customers existing in Indihome in Banjarmasin City, where the data is There is at Plasa Telkom Banjarmasin. This study uses a sampling technique with *nonprobability* sampling (Ferdinand, 2014) with

convenience sampling. Amount sample in study This is as many as 145 respondents.

Deep data collection techniques study. This uses a questionnaire. To measure a variable, researchers use the 5 Likert scale as a tool to measure variables that are used as research objects. The Likert scale is a question that indicates the level of agreement (perception/satisfaction) or disagreement (expectations/interests) of respondents (Sujarweni, 2015).

Study This uses PLS data analysis. PLS is a powerful analytical method because it does not assume the data must be of a particular scale and the sample size is small. PLS can be used to confirm the theory and explain whether or not there is a relationship between variables. The testing hypothesis is related to the testing connection between variables. Testing hypothesis taken with see results test in a manner Partial For each variable. Size significance support hypothesis can used comparison mark  $t_{table}$  and  $t_{count}$ . There is nope influence variable exogenous to an endogenous variable, which can be seen from the mark  $t_{count}$  compared with the mark  $t_{table}$ ; if the mark  $t_{count}$  is more significant than the  $t_{table}$ , so significant. If the mark  $t_{count}$  is smaller from the  $t_{table}$ , so No significance. Testing in the study uses Smartpls 3.

## RESULT

### Test Validity and Reliability

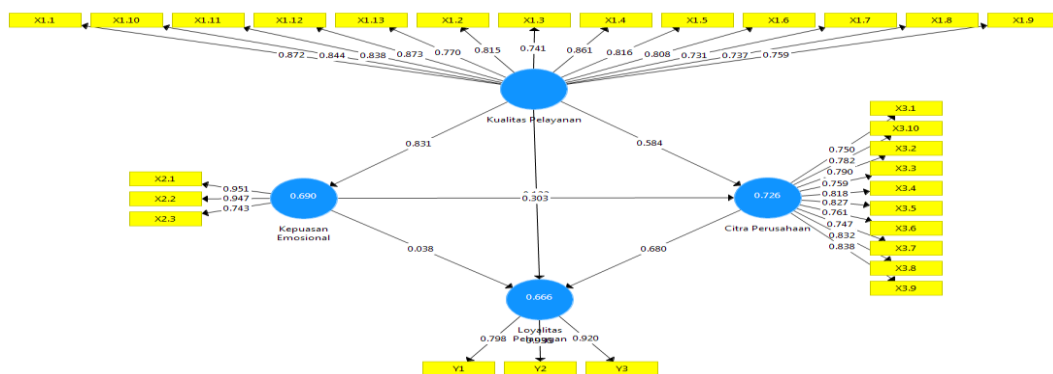


Figure 2. Path Diagram PLS- Alghorritm

Source: Data processed, 2022

Based on Figure 2, if the known loading factor values for all items are above 0.6, then it can conclude that the results test fulfil validity converges. Besides That, test validity converges as well seen from the AVE value. Variable in study This Already owns an AVE value  $> 0.5$ . The AVE value for the variable in the study is shown in Table 5.10 below.

Table 1. *Average Variance Extracted value*

<b>Variable</b>	<b>AVE value</b>
Quality Service	0.651
Satisfaction Emotional	0.784
Corporate Image	0.626
Loyalty Customer	0.783

Source: Processed data (2022)

With thereby can conclude that based on the mark *loading factor* and AVE research data, already fulfilled, condition validity converges. *Composite reliability* test mark reliability indicators on something variable. Something variable is declared *reliable* if the value is *composite Reliability* above 0.70. (Ghozali 2014, p. 65). *The composite reliability* value of each variable can be seen in Table 5.12 below.

Table 2. *Composite Reliability Value*

<b>Variable</b>	<b>Composite Value</b>	<b>Reliability</b>
Quality Service	0.960	
Satisfaction Emotional	0.915	
Corporate Image	0.944	
Loyalty Customer	0.915	

Source: Processed data (2022)

Table 2 shows that mark *composite reliability* has fulfilled the condition that is more than 0.7. The instrument used in the study is valid and reliable from the results evaluation *outer model* and *inner models*.

### **R-Square Testing**

Based on data processing with SmartPLS 3 Professional, it generated a mark *R-square* in Table 5.13.

Table 3. *R-square Value*

<b>Variable</b>	<b>R-square value</b>
Satisfaction Emotional	0.690
Corporate Image	0.666
Loyalty Customer	0.723

Source: Processed data (2022)

Table 3 shows that mark *R-square* for variable satisfaction emission of 0.690. this shows that the percentage magnitude that influences satisfaction and emotional attitude consumers is 69%, meanwhile the rest, i.e. 31% affected by other factors. Furthermore, the mark *R-square* for the variable image company is

0.666. this means that the percentage magnitude influence is as significant as 66.6%, while the rest, i.e. 33.4%, is affected by factor other. Furthermore, the mark *R-square* For variable loyalty customers is 0.723. this means that the percentage magnitude influence is as significant as 72.3%, while the rest, i.e. 27.7%, are affected by other factors.

**Testing Hypothesis**

This is done by comparing the resulting *t*- value from the calculation *t*-*statistic* with the mark *t*-*table*. The hypothesis will be accepted if the mark *t*-*statistic* is more significant than the mark *t*-*table*. *T*-*table* values can is known based on a level significance of 0.05 with amount respondents of 145, namely 1,655. The table following is the results testing hypothesis.

Table 4. Test Results Hypothesis

<b>hypothesis</b>	<b>Standard Deviations</b>	<b><i>t</i>-<i>statistic</i></b>	<b><i>p</i>-<i>values</i></b>	<b>Information</b>
H <sub>1</sub>	0.027	31,195	0.000	Accepted
H <sub>2</sub>	0.098	5,942	0.000	Accepted
H <sub>3</sub>	0.107	1,134	0.258	Rejected
H <sub>4</sub>	0.100	3,047	0.002	Accepted
H <sub>5</sub>	0.106	0.359	0.720	Rejected
H <sub>6</sub>	0.090	7,581	0.000	Accepted

Source: Processed data (2022)

**DISCUSSION**

Based on the research results, variable quality service influences emotional satisfaction. This show that the quality of the services provided by Plasa Telkom Banjarmasin provides emotional satisfaction through good service to the customer. The quality service given by Plasa Telkom Banjarmasin was given through home service room facilities good service, good equipment facilities, excellent employee attention to customers, employees serve every customer regardless of social status, officers/employees serve customers with care, officers/employees handle customer complaints quickly, officers/employees are right in terms of handling complaints, the customer service staff/employee service time is not long, the employee/officer is at the customer's place when the customer needs it, the knowledge and skills of the service officer/employee are excellent, service to customer complaints is guaranteed to be accurate, customers feel comfortable with customer service, And Employees provide service politely can influence satisfaction emotional customer Indihome at Plaza Telkom Banjarmasin. This show that the quality of the services offered by Indihome is in line with customer expectations, the service performance received by customers is in line with expectations, And the performance of Indihome service officers at Plasa Telkom Banjarmasin was excellent. Research results This is in line with the results of research conducted by Pawitra (2013) stated that quality service is influential and positive to emotional satisfaction. This is in line with Thomson's research (2015) explains

that satisfaction emotional is something strong bond between characterized consumers with deep feelings about connection, affect, and excitement on particular brand consumption.

Based on the research results, variable quality service influence the image company. This shows that quality service influences the image of Plasa Telkom Banjarmasin to the customer. Image cannot be created like an item or service but through maintaining and improving service to service users (Saktiani, 2015). This proves that service quality and corporate image are interrelated and have become essential factors for the service industry. The better the quality of services provided by telecommunications and *broadband service providers*, the better the image of the company, and vice versa. Research results. This aligns with research conducted by Sicillia (2019), which states that quality service significantly influences the image company. This is in line with the study by Abiyoso (2017) stated that more good quality services would strengthen the image company.

Based on the research results, variable quality service does not influence loyal customers. This shows that the quality of services provided by Plasa Telkom Banjarmasin cannot influence customers to stay loyal to using Plasa Telkom Banjarmasin services. The main goal of service quality is to build a committed customer that is profitable for consumers. Companies will focus on attracting, maintaining and improving consumer relationships to achieve this goal. Consumers are interested in being bound in a relationship with a company; consumers still want to be in a relationship as long as consumers are given consistent quality services and the best *value* at every opportunity. Ladhari et al. (2011) stated that retaining customers can be achieved through customer satisfaction with service quality. When customers feel they receive something of value, they will endow the company with loyalty. Research results This is in line with research conducted by Almassawa (2018), which shows that quality service has no significant influence on customer loyalty.

The research results show that variable satisfaction emotional influence on the image company. Matter This shows an image of Plasa Telkom Banjarmasin got affected by the satisfaction of the emotional customers. This show that satisfaction is emotional through quality service and performance service received by Plasa Telkom Banjarmasin customers as expected, and the performance of the Indihome service staff at Plasa Telkom Banjarmasin is excellent and can influence the image company. If the satisfaction of the emotional customer is fulfilled, then the image company in sight customer become good, so the customer, in a manner, volunteers to promote the product or services offered company to the closest people or relatives. Image cannot be created like an item or service but through maintaining and improving service to service users (Saktiani, 2015). In the long run, this means that a company with a good image will encourage customers to bond with the company concerned.

Based on the research results, variable satisfaction emotional No own influence on loyal customers. Customer satisfaction in the telecommunications business has a vital role because, according to Gefen and Straub in Wijaya

(2018), they conclude that the higher the degree of customer satisfaction, the higher the level of customer purchase intention, enough to believe when binding themselves as customers, customers send financial information and data. Other individuals in conducting financial transactions. This show that satisfaction emotional through quality service and performance service received by Plasa Telkom Banjarmasin customers as expected, and the performance of the Indihome service staff at Plasa Telkom Banjarmasin is excellent No can influence loyalty customer. this Can happen because exists desire of consumer to try using a new provider besides Indihome. Besides that, consumers No always talk about good things about Indihome products/services, like Indihome internet speed and speed at Indihome handle customer complaints. This No is in line with the results of research conducted by Suhasto (2018), which stated that emotional satisfaction influences significant loyalty to the customer. Research conducted by Rohana (2020) and Husna (2020) also mentions that satisfaction is emotionally influential positive, And significant to loyal customers.

Based on the research results, variable image company own influence to loyalty customers. This shows that the image of Plasa Telkom Banjarmasin, known by customers, can influence loyalty to use services offered. Reichheld & Aspinall (1994), even satisfied customers in highly competitive markets may switch to other service providers that offer more satisfying services. This show that trusts in Indihome products, the attention of officers/employees felt by customers is excellent, the company's achievements in the eyes of Indihome customers are outstanding, the ability of officers to provide services to customers is excellent, the ability of service officers to communicate with customers is excellent, service officers are easy to say Greetings, friendly customer service staff, customer knowledge of the motto Indihome is quite good, the knowledge of new Indihome customers about the location of Telkom's plaza is quite good, And New customers' knowledge of the Indihome logo is quite good so that make customers recommend Indihome products /services to others And customers always repurchase Indihome products/services. According to Reichheld & Aspinall (1994), even satisfied customers in highly competitive markets may switch to other service providers that offer more satisfactory services. For this reason, Ladhari et al. (2011) emphasized that "an image is an essential tool for service providers in strengthening positions, retaining customers and maximizing profitability.

## CONCLUSIONS

Based on the analysis and discussion of the research results in the previous chapter, it can be concluded that *Service Quality* is predicted to influence *Emotional Satisfaction (Emotional Satisfaction)* and *Corporate Image (Corporate Image)* of Indihome customers at Plasa Telkom Banjarmasin but are predicted not to affect *Customer Loyalty (Customer Loyalty)* Indihome at Plasa Telkom Banjarmasin. *Emotional Satisfaction (Emotional Satisfaction)* is predicted to influence *corporate image (Corporate Image)* but is predicted not to affect *Customer Loyalty (Customer Loyalty)* Indihome at Plasa Telkom Banjarmasin. *Corporate Image (Corporate Image)* is predicted to have an

influence on Customer Loyalty (*Customer Loyalty*) Indihome at Plasa Telkom Banjarmasin.

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