PRODUCT QUALITY, PROMOTION AND SERVICE TO CUSTOMER SATISFACTION TELKOMSEL INTERNET DATA CARD AT WONOGIRI

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Abstract : The purpose of this study was to determine the quality of products, promotions and services on customer satisfaction of Telkomsel internet data card package in Wonogiri. This type of research is quantitative. This research was conducted in Wonogiri, the number of population is not infinite because of the large number of internet data package users, especially Telkomsel which has a very stable network. The samples taken in this study were 100 respondents. Sampling using purposive sampling technique. The method of data analysis uses multiple linear regression analysis. The results of this study indicate that the results of the F test show that product quality promotion and service simultaneously have a significant effect on customer satisfaction of Telkomsel's internet data packet card in Wonogiri. The results of the t test show that the product quality partially has a positive and significant effect on customer satisfaction of Telkomsel internet data package cards in Wonogiri. Promotion variables partially also have a positive and significant effect on customer satisfaction of Telkomsel internet data package card customers in Wonogiri. Service variables partially also have a positive and significant effect on customer satisfaction of Telkomsel's internet data package card in Wonogiri. Product Quality, Promotion and Good Service in order to increase Customer Satisfaction of Telkomsel Internet Data Package Card in Wonogiri.

Keywords: Product Quality, Promotion, Service and Customer Satisfaction.

1. Introduction

In today's modern economy, marketing activities are very important, because in addition to the conditions of intense competition in the business world, customers themselves are careful in taking to buy a product. Especially recently, existing cellular telecommunication institutions, especially in satisfying customers, especially in providing the best service to their customers. The increasing use of the internet by customers is a factor for the company to continue to improve its services in order to increase customer satisfaction. Customer satisfaction itself is a measure of the services that the company has provided.

Customer satisfaction is an important thing that companies must pay attention to. communication services by meeting the needs of its users (Sari & Susilowati, 2017). Companies must know the needs and wants of customers that change almost every day. When a customer is satisfied with a product or service, the consumer will continue to buy and use it.

The quality of the product is in the physical condition and functions of the consumer's needs satisfactorily according to the value for money that has been spent, the quality here is a

measure of the extent to which the product fits the needs and desires. customers show that quality products encourage customer satisfaction. (Hanila & Hidayat, 2019) stated that product quality has a significant effect on customer satisfaction.

Quality is one factor that consumers consider before buying a product. Quality is determined through a set of uses and functions, including durability, independence from other products or other components, exclusivity, comfort, external appearance (color, shape, packaging, etc.). This study shows that product quality has a significant effect on customer satisfaction, both partially and simultaneously (Mulyono, 2016). For this reason, as high technology-based business actors, operator companies must play an active role in winning the competition to make customers.

In addition to product quality to support customer satisfaction, the company's ability to introduce its output to customers through promotional activities is also the main thing to do to create customer satisfaction. The main objective of promotion is to provide information and attract consumer attention (Sari & Raymond, 2017). The results of this study indicate that promotion has a significant effect on customer satisfaction both partially and simultaneously (Wasiman and Pernanda, 2017). This effort is done so that customers do not buy products elsewhere. Another strategy is to hold promotions that aim to introduce new products and to increase sales.

In addition to product quality and promotions to support customer satisfaction, service is also one of the factors that customers consider whether a customer is satisfied or not while using the service. Service is an effort to create convenience for customers so that customers feel more value than expected. The research results show that service has a significant effect on customer satisfaction both partially and simultaneously (Roy, 2019). Every company is required to make customers feel satisfied by providing better offers and services, which will create their own satisfaction for their customers.

2. Literature Review

Satisfaction can mean a feeling of satisfaction, pleasure and relief due to enjoying a product or service and having received a good service. Satisfaction is the result of the feeling of someone who has compared the performance results with his desires. While the level of satisfaction is the result of a comparison between expectations and performance. According to Kotler and Keller (2009: 138), consumer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance. There are several indicators of customer satisfaction (Tjiptono, 2011: 229). That is:
a. Service expectations conformity
b. Perceptions of service performance
c. Consumer assessment

According to Assauri (2010: 200) argues that a product is everything that can be offered to the market to get attention, be owned, used, or consumed, which includes physical goods, services, personality, place, organization and ideas or thoughts. It can be concluded that the quality of the product describes the extent to which the product is able to meet consumer needs. Where product quality reflects the product's ability to carry out its duties which include the

Hypothesis

H1: Product quality, promotion and service simultaneously have a significant effect on customer satisfaction of the Telkomsel Internet Data Package Card in Wonogiri.

H2: There is a positive and significant effect of product quality on customer satisfaction of Telkomsel's internet data package card in Wonogiri.

H3: There is a Significant Effect of Promotion on Customer Satisfaction of Internet Data Package Cards in Wonogiri.

H4: There is a significant effect of Service on Customer Satisfaction of Telkomsel Internet Data Package Card in Wonogiri.

3. Research Methodology

This research is a quantitative research, where the calculation with numbers is estimated to be more objective because to determine the conclusions to be obtained, this research is a descriptive quantitative study with a questionnaire as a data collection tool. The object of this research is the customer of Telkomsel internet data packet card in Wonogiri. The target population in this study is the unlimited number of Telkomsel Internet Data Package Card customers from September to December 2020. Samples taken in this study were 100 respondents. Saturated sampling (census) is the sampling technique used is purposive sampling. Multiple linear regression method which serves to determine whether the independent variables in this study have a significant effect on customer satisfaction and is supported by the F test and t test to determine simultaneously and partial effect between the independent variable on the independent variable on the dependent variable.

4. Result And Discussion

a. Data Normality Test

Table 1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters(a,b)	Mean	.0000000
	Std. Deviation	1.83091976
Most Extreme Differences	Absolute	.100
	Positive	.058
	Negative	-.100
Kolmogorov-Smirnov Z		.998
Asymp. Sig. (2-tailed)		.272

a. Test distribution is Normal.
b. Calculated from data.

Sumber: Hasil *Output* SPSS, 2020

Based on the calculation results in table.1. above the Asymp value is obtained. Sig. (2-tailed) of 0.272 or greater than 0.05. This shows that the residuals of this regression equation are normally distributed.

b. Multicollinearity Test

Table 2
Multicollinearity test results

Hasil Uji Multikolineritas

No	Variabel	Tolerance	VIF	Keterangan
1.	Kualitas Produk	.262	3.817	tidak terjadi multikolinieritas
2.	Promosi	321.	3.119	tidak terjadi multikolinieritas
3.	Pelayanan	399	2.506	tidak terjadi multikolinieritas

Sumber: Hasil *Output* SPSS, 2020

Based on table.2, the multicollinearity test results can be seen that each variable has a VIF value of less than 10, so it can be concluded that the data in this study do not experience multicollinearity.
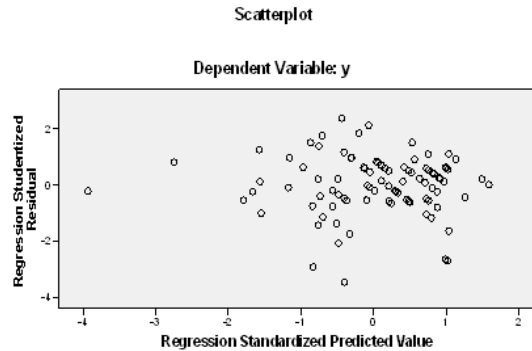
c. Heteroscedasticity Test

Figure 2

Based on the Heteroscedasticity Test
Source: SPSS data processed by researchers, 2020

Based on the image of the results of the heteroscedasticity test using the scatterplot graph that has been done, it is concluded that there is no heteroscedacity in the output studied.

d. The coefficient of determination (R^2)

Table 3

Hasil Uji Koefisien Determinasi		
R	R Square	Adjusted R Square
.889ᵃ	.790	.783

Based on the results of the table above, it can be seen that the adjusted R Square (R2) value in this study is 0.783. So it can be interpreted that the variation of the independent variables consisting of product quality (X1), promotion (X2), service (X3) on the dependent variable is customer satisfaction on the Telkomsel internet data packet card in Wonogiri. As much as 78.3%, while the remaining 21.7% is influenced by other factors. These factors include creativity, quality, promotion and so on.

e. Hypothesis Test Results

Table 4

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	470	1.021
Kualitas Produk	.224	.096
Promosi	.349	.079
Pelayanan	.408	.077

So that the regression equation is obtained as follows:

Y = 470 + 0.224 X1 + 0.349 X2 + 0.408 X3

Meaning:

a. The constant value (a) of 470 is positive, meaning that if the independent variable, namely Product Quality (X1), Promotion (X2) and Service (X3), does not increase or is equal to 0, then the dependent variable customer satisfaction (Y) is 470 units.

b. The product quality variable coefficient (b1) from the multiple linear regression calculation, the value of coefficients (b) = 0.224 This means that if the product quality increases by one unit, while the promotion and service variables remain (zero), it will increase by 0.224 units.

c. The promotion variable coefficient (b2) from the calculation of multiple linear regression, the value of coefficients (b) = 0.349 This means that if the promotion increases by one unit, while the product and service quality variables remain (zero), then customer satisfaction will increase by 0.349 units.

d. Service variable coefficient (b3) from multiple linear regression calculation coefficients value (b) = 0.408. This means that if the service increases by one unit, while the service and promotion variables remain (zero), then customer satisfaction will increase by 0.408 units.

f. Test Results F

Table 5
F test results
ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1248.566	3	416.189	120.389	.000ᵃ
	Residual	331.874	96	3.457		
	Total	1580.440	99			

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Because F count> F table (120,389> 2.70) and the value is significant. F test of 0.000 is smaller than 0.05, it means that Ho is rejected, it means that product quality, promotion, and service simultaneously have a significant effect on customer satisfaction.

g.   T test results

Table 6
T test results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.470	1.021		.460	.646
	x1	.224	.096	.214	2.347	.021
	x2	.348	.079	.363	4.400	.000
	x3	.408	.077	.394	5.322	.000

a. Dependent Variable: y

Because t count> t table (2.347> 1.988) and a significant 0.02 is less than 0.05, it means that Ho is rejected and accepts Ha, meaning that product quality has a significant effect on customer satisfaction of Telkomsel internet data card card customers in Wonogiri.

Because t count> t table (4,400> 1,988) and significant for 0,000, smaller than 0.05, it means that Ho is rejected and accepts Ha, meaning that promotion has a significant effect on customer satisfaction of Telkomsel internet data package card in Wonogiri.

Because t count> t table (5,322> 1,988) and significant for 0,000, smaller than 0.05, it means that Ho is rejected and accepts Ha, meaning that service has a significant effect on customer satisfaction of Telkomsel's internet packet data card customer in Wonogiri.

Discussion

The results of the first hypothesis test state that the variables of Product Quality, Promotion and Service simultaneously have a significant effect on customer satisfaction of Telkomsel Internet Data Package Card in Wonogiri. So the first hypothesis which states that "Product Quality, Promotion and Services simultaneously have a significant effect on Customer Satisfaction of Telkomsel Internet Data Package Cards in Wonogiri" is accepted and proven to be true.

The result of the second hypothesis test in this study states that the results of the above analysis mean that Ho is rejected and he accepts Ha, meaning that Product Quality has a significant effect on customer satisfaction of Telkomsel Internet Data Package Card in Wonogiri. So the second hypothesis in this study which states that there is a significant influence between product quality on customer satisfaction.

The result of the third hypothesis test in this study states that the results of the above analysis mean that Ho is rejected and Ha is accepted, meaning that promotion has a significant effect on customer satisfaction of Telkomsel Internet Data Package Card in Wonogiri. So the third hypothesis in this study which states that there is a significant influence between promotion on customer satisfaction.

The results of the fourth hypothesis test in this study stated that based on the results of the above analysis, Ho was rejected and accepted Ha, meaning that service had a significant effect on customer satisfaction of Telkomsel Internet Data Package Card in Wonogiri. So the fourth

hypothesis in this study which states that there is a significant influence between service on customer satisfaction.

5. Conclusion

1) The results of the F test show that the quality of the product, promotion and service have a simultaneous and significant effect on customer satisfaction of the Telkomsel internet data packet card in Wonogiri.
2) The t test results show that
   a. Product quality has a positive and significant effect on customer satisfaction of the Telkomsel internet data card package in Wonogiri.
   b. Promotion has a positive and significant effect on customer satisfaction for Telkomsel internet data package cards in Wonogiri.
   c. Services have a positive and significant effect on customer satisfaction for Telkomsel internet data card packages in Wonogiri.
3) Based on regression analysis can be arranged interpretation
   $Y = 470 + 0.224 X1 + 0.349 X2 + 0.408 X3$
4) Result of calculation of R^2

   Based on the results of the table above, it can be seen that the adjusted R Square (R^2) value in this study is 0.783. So it can be interpreted that the variation of the independent variables consisting of product quality (X1), promotion (X2), service (X3) on the dependent variable is customer satisfaction on the Telkomsel internet data packet card in Wonogiri. As much as 78.3%, while the remaining 21.7% is influenced by other factors. These factors include creativity, quality, promotion and so on.

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