

Quality of Service to Customer Satisfaction of PT Telkom Corner WIFI Users

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Abstract: This study aimed to determine the effect of service quality on customer satisfaction from Wifi Corner at PT. Telkom Indonesia Parepare Branch. With the population and sample there are about 100 consumers using wifi corner in the city of Parepare which is taken randomly. The data analysis method used is descriptive analysis, validity test, reliability test, multiple linear analysis, t test (Partial), F test (Simultaneous), and determination test (R²). This research used a quantitative descriptive method using multiple linear regression analysis. The results of the research based on the results of the t-test stated that partially variable reliability (X1), responsiveness variable (X2), assurances variable (X3), empathy variable (X4), and tangible variable (X5) on service quality, had a significant effect on customer satisfaction of PT . Telkom Parepare Wifi Corner users based on the t-test results, where t -count > t-table, and based on the results of the f test stated that together the dimensions of service quality which consist of reliability, responsiveness, assurance, empathy, and tangibility had a significant effect on customer satisfaction of PT. Telkom Parepare Wifi Corner users, where t-count > t- table, namely 151.296 > 3.942.

Keywords: reliability; responsiveness; assurances; responsive empathy; and Consumer Satisfaction

INTRODUCTION

Advances in technology have caused almost all human activities to use the internet. A study found that there are around 160 million active social media users or about 64% of Indonesian people are familiar with cyberspace. With a population of around 272 million people, of course, the number of social media users above is quite fantastic (Nurhayati and Ardianingsih 2021). The characteristics of wifi corner users vary in age, consisting of children, teenagers, adults, and parents but in Bekasi, wifi corner users are dominated by consumers aged 21 to 25 years ((Fita and Suhardi 2020). Wifi.Corner is one of the services for the community that can be found in various places with easy internet access services and high access speeds (Siregar and Suliantoro 2019).

The results of research conducted in the Sumenep area stated that PT Telkom is the best wifi corner service provider. This is based on the results of statistical data from consumers who use wifi corner that there are around 88.68% satisfied with using wifi corner services ((Putera 2017). As a company engaged in Telkomsel services amid competition business of fellow internet communication service provider companies such as PT Indosat, Pt First Media PT Innovate Mas Indonesia, therefore the fulfillment of needs and wants as well as the value of service quality is largely determined by customer satisfaction. Unsatisfactory service will cause a decrease in customers or even disappear because customers switch to other services ((Nurhayati and Ardianingsih 2021).

Therefore, service quality is a central point for Telkomsel because it can affect customer satisfaction which causes repeat purchases and creates customer satisfaction in the end customers provide word-of-mouth recommendations that can benefit a company. (Nathalia 2020). Analysis results of research conducted in the North Sumatra area found that the quality of wifi product networks has good network quality, this is supported by the number of access points located in various public places (Anggraeini et al. 2018).

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Customer satisfaction will arise if good service quality can win the competition if it can create value and provide satisfaction to customers through the delivery of quality products or services. Service Quality consists of Gap 5 (Expectations and perceptions), namely Tangible, Reliability, Responsiveness, Assurance, and Empathy.

PT. Telkom Indonesia, especially the Parepare Branch, as a company engaged in services/services, has several internet service products, one of which is Wifi Corner (@wifi.id) internet service with internet speeds of 20 to 100 Mbps at prices that are affordable to the public. Wifi corner (@wifi.id) Telkomsel service products organized in collaboration with partners (Putera 2017), "Analysis of the Influence of Service Quality on Wifi Corner User Satisfaction at Pt Telkom Sumenep Branch," Journal of Commerce Education (JPTN) 3, no. 3 (2017) The ease of procedures for using Wifi Corner will increase the number of Wifi Corner users from time to time. Telkomsel companies also need to improve the quality of service offered to customers, especially Wifi Corner users in Parepare, so Telkomsel has expanded wifi locations in the Parepare area which are spread across campuses, in schools, in government and private institutions, owners of Small and Medium Enterprise (SME), coffee shop, cafes, crowded places. even a hospital. However, in practice service delivery from Telkomsel sometimes does not match the expectations of customers who use wifi corner. Customers sometimes still complain and complain about the quality of the wifi corner service. This can cause customers to run to other service providers. Therefore, it is necessary to study the quality of service on consumer satisfaction using Wifi Corner PT. Telkom Parepare branch is urgently needed

METHOD

Research Design

The population in this study was the prepared community who used the Wifi corner at PT. TELKOM Parepare Branch heterogeneous with a variety of ages, gender, and education, Determination of the sample in this study used a technique of incidental sampling. Incidental is a sampling technique based on chance, meaning that anyone who coincidentally/accidentally met the researcher can be used as a sample if it was deemed that the person met by chance was suitable as a data source.

Population and Sample

The population and sample in this study were about 100 consumers who used wifi corner in the city of Parepare which was taken randomly.

RESULTS AND DISCUSSION

RESULTS

3.1 Respondent Overview

a. Respondents by Gender

The composition of respondents of Wifi Coner users according to gender is presented in Table 1 as follows:

Table 1
Respondents by Gender

No	Gender	Number	Presented
1	Male	63	63%
2	women	37	37%
Total		100	100%

Source : Processed Primary Data, 2022

b. Respondents by age

In this study, the age level can also indicate from which age interval used the most Wifi Corner at the time of the study. The age composition of respondents can be seen in Table 2 as follows:

Table 2
Respondents by Age

Number	Age	Sum	Presented
1	≤ 20 year	53	53 %
2	21-25 year	31	31 %
3	26-30 year	12	12 %
4	≥ 31 year	4	4 %
		100	100%

Source: Processed primary data, 2022

Based on Table 2, it can be seen that for respondents who use Wifi Corner the most are those aged < 20 years as many as 53 people or 53%, ages 21-25 as many as 31 people or 31%, ages 26-30 years as many as 12 people or 12%, and the lowest age using Wifi Corner is the age of >31 years, which is only 4 people or 4%. This proves that children and adolescents dominate the use of Wifi Corner because many have free time, unlike workers who are busy and do not have much time.

c. Respondents by Employment Status

Work will affect social status which will affect a person in using Wifi Corner, similarly work status will determine whether the person has a lot of time to relax. The composition of respondents according to the type of work using Wifi Corner is presented in Table 3 as follows

Table 3
Respondents by Employment Status

Number	Work	Sum	Presentased
1	PNS	7	7 %
2	Private	21	21 %
3	Students	53	53 %
4	Does not work	19	19 %
Total		100	100 %

Source : Processed Primary Data, 2022

Table 3 shows data that the number of respondents who use Wifi Corner the most based on their work status is from the student group, which is 53 people or 53%,. This is because students use Wifi Corner more because of the need to help in the learning process, looking for important information to help in doing school assignments.

3.2. Results of Multiple Linear Regression Analysis

The statistical analysis used in this study was multiple regression analysis using the SPSS program. Regression analysis, to calculate the quantitative influence of a change in the occurrence of variable reliability, responsiveness, assurance, empathy, and tangibility on consumer satisfaction, which can be seen the Table 4 below:

Table 4

	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		Sig
	B	std.Error	Betas	Q	
1 (Constant)	-2,805	1,438		-1,951	054
Reliability	.416	.137	.395	3,048	003
responsiveness	.435	.136	.365	3,193	002
Assurance	.007	.174	.006	.038	.970
Emphaty	.186	.060	.218	3.100	003
Tangibles	.008	.043	.007	.185	.853

Source: data processed with SPSS 24, 2022

The regression equation model that can be written from the results of the unstandardized coefficients, the regression equation was as follows:

$$Y = -2.805 + 0.416 X_1 + 0.435 X_2 + 0.007 X_3 + 0.186 X_4 + 0.008 X_5 + e$$

The multiple linear regression equation above was interpreted as follows:

1. The constant or intercept coefficient β_0 was -2.805 indicating that if reliability, responsiveness, assurance, empathy, and tangible were zero, then consumer satisfaction with wifi corner users PT. Telkom Parepare Branch decreased by -2.805
2. The reliability variable had a positive effect on consumer satisfaction with wifi corner users PT. Telkom Parepare Branch with a regression coefficient of 0.416. If the reliability variable was one unit, then the reliability on consumer satisfaction of wifi corner users PT. Telkom Parepare Branch increased by 0.416 assuming that reliability had been able to provide satisfaction for consumers who used wi-fi corner PT. Telkom Parepare Branch under constant conditions (*ceteris paribus*). With this positive influence, it meant that the reliability variable on consumer satisfaction showed a unidirectional relationship. This caused reliability to influence consumer satisfaction of wifi corner users PT. Telkom Parepare Branch
3. The responsive variable had a coefficient value of 0.435 which meant it had a unidirectional relationship, namely 0.435, so it was responsive to consumer satisfaction using wifi corner PT Telkom Parepare Branch also increased by 0.435. This caused responsiveness to consumer satisfaction to had an influence on consumer satisfaction using wifi corner PT. Telkom Parepare Branch.

4. The assurance variable had a coefficient value of 0.007 which meant it had a non-unidirectional relationship, namely 0.007, the assurance variable was consumer satisfaction using wifi corner PT. Telkom Parepare Branch also decreased by 0.007. This caused service satisfaction in the assurance variable to influence consumer satisfaction using wifi corner PT. Telkom Parepare Branch.

3.3. Partial Significance Test Results (t-test)

The results of the t-test can be seen in table 5 below:

Table 5
 Partial Test Results (t-test)

Model	Coefficient a		Standardized		Q	Sig	
	Unstandardized Coefficients	std.Error	Coefficients	Betas			
1. (Constant)	-2,805	1,438			054		
Reliability	.416	.137	.395	3,048	003	1,661	significant
Responsive-ness	.435	.136	.365	3,193	002	1,661	significant
Assurance	007	.174	006	038	.970	1,661	Not significant
Emphaty	.186	.060	.218	3,100	003	1,661	significant
Tangibles	008	043	007	.185	.853	1,661	Not significant

Source: Primary data SPSS 2022

Based on table 2, it was known that:

- variable reliability on service quality had a positive effect on consumer satisfaction using wifi corner PT. Telkom Parepare Branch. With t-count of 3.048 greater than the t-table of 1.661.
- Responsiveness variable on service quality had a significant effect on customer satisfaction order wifi users PT. Telkom Parepare Branch. With the count of 3.193 greater than the t table of 1.661.
- Assurance variable service quality had no significant effect on customer satisfaction order wifi users PT. Telkom Parepare Branch. With a t-count of 0.038 smaller than the t-table of 1.661.
- Empathy variable on service quality had a significant effect on customer satisfaction order wifi users PT. Telkom Parepare Branch, with tcount of 3.100 greater than the t table of 1.661
- Tangible Variables on service quality had no significant effect on customer satisfaction order wifi users PT. Telkom Parepare Branch, with tcount of 0.185 smaller than the t table of 1.661

3.4. Simultaneous Significance Test Results (f Test)

The results of the simultaneous significance test can be seen in table 6 below:

Table 6

Simultaneous Significance Test (f test)						
ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	536,744	5	107,349	151,296	.000b
	Residual	66,696	94	.710		
	Total	603,440	99			

Source: Primary Data SPSS 2022

From table 3 above, the value was obtained F_{count} as big 151,296 with significant 0.000. with a confidence interval of 95% with $df (nk-1) = (100-5-1)=94$ then the value of $F_{table} = 3.942$ was determined. This showed that the results of $F_{count} = 151,296$ bigger than $F_{table} = 3,942$ or we could say H_0 was rejected and H_a was accepted, which meant that simultaneously the variables reliability, reliability (Tijang, Nurfadhilah, and Putra 2020)

3.4. Results of the Analysis of the Coefficient of Determination (R2)

The coefficient of determination R square aimed to determine the percentage of the influence of the independent variable on the dependent variable. The results of the analysis can be seen in table 4 below:

Table 4
 Coefficient of Determination (R2)

Summary models								
Mod-el	R	R Square	std. An error	bin-Watson	Adjusted	in the Estimate	df1	df2
Sig. F	Change		Square	Adjusted	Square			
1	.943a	.889	.884	.842	5	94	.000	.903

Source: Primary Data SPSS 2022

The magnitude of the R square number (R2) was 0.889. This figure meant that the influence of the variables reliability, responsiveness, assurance, empathy, and tangibility on service quality affected consumer satisfaction using wifi corner PT Telkom Parepare Branch, which was 88.9%. Which showed the level of satisfaction from wifi corner users in the city of Parepare. This was in line with research findings on consumer satisfaction in the city of Bandung in using the wifi corner. Made Meitri Nareswari and Adhi Prasetio ST, "Analysis of User Satisfaction of WIFI.ID Service Users at WIFI.ID Corner in the City of Bandung," e-Proceeding of Management 3, no. 2 .1041-1046 (Nareswari and T 2016).

This showed that users of the wifi.id service in the wifi.id corner was satisfied. The remaining 11.1% was influenced by other variables not included in the research such as marketing strategy, brand, image, etc

DISCUSSION

The results of the data analysis found that the free variables of service quality consisting of reliability (X1), responsiveness (X2), assurance variable (X3), empathy variable (X4) and tangible variable (X5) had a significant effect on service satisfaction to customers using Pt Telkom's wifi corner in Parepare city. The effect of service satisfaction with customers can be seen in the calculation of coefficient determination, it is known that the effect of service on variable X on customer satisfaction (Y) is shown by an R square value of 88.9%, the rest is influenced by other variables. This research is in line with research conducted by (Heriza and Wartiningsih 2015) found that service quality has a positive effect on customer satisfaction shown by R square by 64.8%.

For the results of the F Test, the calculated F value is greater than the F table ($151,296 > 3,942$) so that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, this means that simultaneously all service satisfaction variables have a significant effect on customer satisfaction using the Telkom wifi corner in the city of Parepare. Research that found that based on the results of the F test, it was found that the F count is greater than the F table ($6.921 > 1,665$) which means that overall service quality has a significant effect on customer satisfaction (Ananto 2018)

CONCLUSION

From the results of data analysis and previous discussion, the following conclusions can be drawn:

- a. The results of the t-test showed that the reliability variable (X1) on service quality had a significant effect on consumer satisfaction using Wifi Corner PT. Telkom Parepare based on the results of the t-test, where $t\text{-count} > t\text{-table}$ was $8.048 > 1.661$
- b. The results of the t-test showed that the responsiveness variable (X2) on service quality showed a significant effect on consumer satisfaction using Wifi Corner PT. Telkom Parepare based on the results of the t-test, where $t\text{-count} > t\text{-table}$ was $3.193 > 1.661$
- c. The results of the t-test showed that the assurance variable (X3) on service quality showed no significant effect on consumer satisfaction using Wifi Corner PT. Telkom Parepare based on the results of the t-test, where $t\text{-count} < t\text{-table}$ was $0.038 < 1.661$
- d. The t-test results showed that the empathy variable (X4) on service quality showed a significant influence on consumer satisfaction with PT. Telkom Parepare Wifi Corner users based on the t-test results, where $t\text{-count} > t\text{-table}$ was $3,100 > 1,661$
- e. The results of the t-test showed that the tangible variable (X5) on service quality showed no significant effect on consumer satisfaction using Wifi Corner PT. Telkom Parepare based on the results of the t-test, where $t\text{-count} < t\text{-table}$ was $0.185 < 1.661$
- f. together the dimensions of service quality consisting of reliability, responsiveness, assurance, empathy, and responsiveness had a significant effect on consumer satisfaction using PT. Telkom Parepare Wifi Corner based on the results of the t-test, where $f\text{-count} > f\text{-table}$ was $151.296 > 3.942$

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