

Analysis of Product Quality, E-Marketing and Electronic Customer Relationship Management for Customer Loyalty (Study of Telkomsel Prepaid Card Users in Central Jakarta)¹

Juwita Nasruddin

Dr. Dendi Anggi Gumilang, S.E., M.M.

Magister Manajemen, FEB – Universitas Mercu Buana

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ABSTRACT

This study was used to determine the impact of product quality, e-marketing, and electronic customer relationship management on customer loyalty. The subject of this study focuses on Telkomsel prepaid card users in Central Jakarta. The data collection method was carried out by distributing the survey to 140 respondents. This study uses a multiple linear regression method with a coefficient of determination to show how much influence there is between variables. The results show that product quality, e-marketing, and electronic customer relationship management have had significant effects at the same time or together (sig. 0.000 < 0.05) About customer loyalty for Telkomsel prepaid card users in Central Jakarta.

Keywords: *Product Quality, eMarketing, eCustomer Relationship Management, Customer Loyalty*

INTRODUCTION

Research Background

Today we know that the existence of the Internet has become a fundamental need for all of us. The Internet can be used for a variety of purposes, from information retrieval to communication, socializing, entertainment, and even supporting day-to-day operations. According to Kemp (2020) of Digital's 2020 Global Overview Report. Currently, more than 4.5 billion people are using the Internet and more than 3.8 billion are social media users. Almost 60% of the world's population is already online, and current trends suggest that more than half of the world's population will use social media by mid-2020.

In addition, according to a survey conducted on June 225, 2020, there are 7,000 respondents in almost all regions of Indonesia, according to the Indonesian Internet Service Providers Association (APJII). According to the APJII Internet Survey Report for the second quarter of 2020, Indonesia's Internet penetration rate has reached 73.7%, or 196.71 million. With such a large market share, it's certainly not surprising that ISPs compete to improve service performance in addition to retaining and attracting new customers. Based on nPerf's 2019 Internet Services Test Report "Barometer of Indonesian Mobile Internet Connections". Telkomsel is still the defensive champion, with the title of mobile operator with the best overall performance, followed by Tri Indonesia, XL Axiata, IN3 Ooredoo and Smartfren.

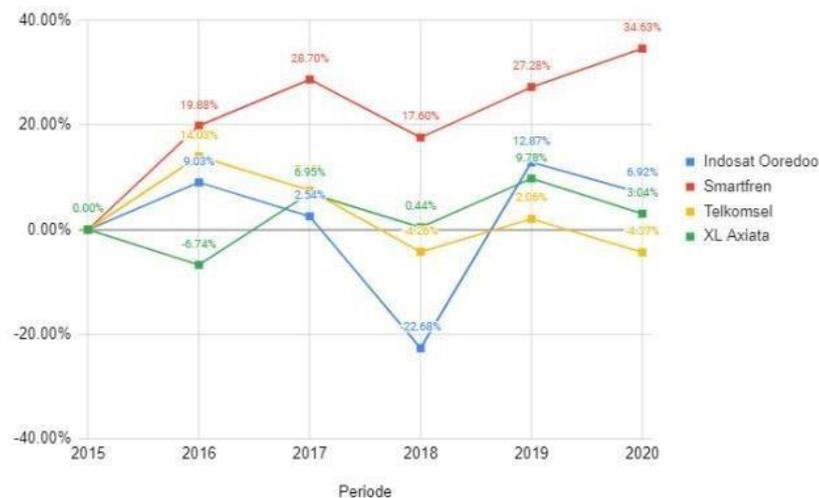
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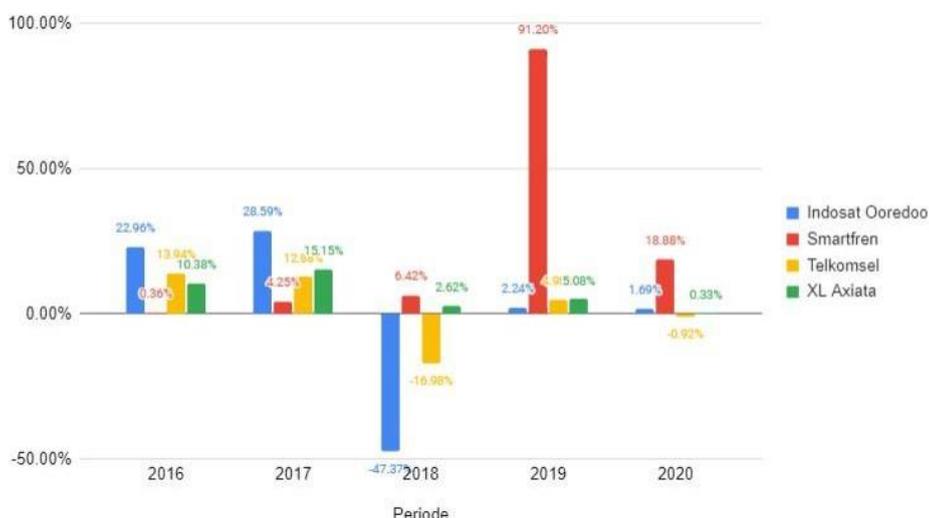
	3 Tri	Indosat Ooredoo	Smartfren	Telkomsel	XL Axiata
Success ratio	80.27 %	74.27	74.24	80.05 %	78.38 %
Download bitrate	4.81 Mb/s	5.79 Mb/s	10.62 Mb/s	9.96 Mb/s	7.07 Mb/s
Upload bitrate	4.98 Mb/s	5.09 Mb/s	3.94 Mb/s	7.89 Mb/s	5.67 Mb/s
Latency	66.30 ms	84.52 ms	64.89 ms	65.63 ms	62.02 ms
Browsing performance (ms)	32.29	25.41	24.37	37.46	30.56
Streaming YouTube	59.92	53.95	51.34	71.49	67.04
2G/3G/4G Score nPerf *	23 190 nPoints	19 839 nPoints	23 107 nPoints	35 499 nPoints	28 384 nPoints

Summary of the nPerf barometer 2019 Mobile data connections in Indonesia

However, service test results are not directly proportional to Telkomsel's revenue growth. Based on Telkomsel's 2020 financial report, Telkomsel recorded a negative growth of 4.37% from 91.08 trillion to 87.1 trillion.



Sales growth is certainly closely linked to customer growth. This is consistent with the increase in subscribers owned by Telkomsel. Its Telkomsel increased subscribers by only 0.92% in 2020 compared to other mobile operators such as XL Axiata 0.33%, Indosat Ooredoo 1.69% and Smartfren 18.88%.



Mobile Operator Subscriber Growth Graph 2015-2020 Source: Processed Data (2021)

According to Kotler, Hayes and Bloom (2002) of Mardalis (2017), there are six reasons why financial institutions need to gain customer loyalty in connection with this decline in customer numbers. First, existing customers are more potential, which means that loyal customers bring great benefits to the institution. Second, the cost of acquiring new customers is much higher than retaining and retaining existing customers. Third, customers who already trust the institution for something will also believe in others. Fourth, if you have many loyal customers, the running cost of the institution is efficient. Fifth, existing customers have a lot of positive experience with financial institutions, which can reduce psychological and social costs. Sixth: Faithful customers always defend the institution and even try to attract others and advise them to become customers.

To find out how customers perceive Telkomsel prepaid cards in DKI Jakarta, researchers surveyed 30 respondents who used Telkomsel prepaid cards in DKI Jakarta on May, 2021. We conducted a preliminary survey in Jakarta. The results of the preliminary survey are listed in the following table.

Table 1.5 Results of preliminary survey on product quality

No	Problem	Yes	No
1	Satisfactory internet data access speed	73,3%	26,7%
2	Streaming video is always smooth and rarely Buffered	93,7%	6,3%
3	Signal strength is always stable	66,7%	33,3%
4	Call and SMS voice quality is very good	83,3%	16,7%
5	Handle customer complaints very quickly	90,0%	10,0%

Source: Data Prasurvey, 2021

Table 1.3 Product quality. Since 16.7% is not good in consideration of speech quality, complaint handling is evaluated as slow.

Table 1.6 Pra Survei e-Marketing

No	Problem	Yes	No
1	Website has a flexible and simple interface	86,7%	13,3%
2	Clear information about website service products	80,0%	20,0%
3	Three websites provide customer complaints	93,3%	6,7%

Source: Data Prasurvey, 2021

Table 1.4 The ex-post result of Emarketing is a Telkomsel website that has not had flexible and difficult interface access, and the submitted information is unclear, and 6.7% of these complaint services You can see that it was not. I finished it well.

Table 1.7 Electronic customer relationship management Prasurvey

No	Problem	Yes	No
1	Content information related	43,3%	56,7%
2	for easy information to receive information	70%	30%
3	Complaints and advice telephone service	93,3%	6,7%

Source: Data Prasurvey, 2021

Table 1.5 Prior polling results of electronic customer relationship management know that 56.7% of content information is less than 30% calls, difficulty to obtain information, and 6.7% of telephone service are difficult to help It is. Provides customers' complaints.

Table 1.8 PraSurvey of Customer Loyalty

No	Permasalahan	Ya	Tidak
1	Back to used service	73,3%	26,7%
2	Using service Line	56,7%	43,3%
3	Consider these services as the first selection and reject other options	43%	57%
4	Recommended other people	86,7%	13,3%

Source: Data Prasurvey, 2021

Based on Table 1.6 of pre-customer customer loyalty survey results, 26.7% of customers said they would not use the service again, 43.3% said they were not interested in using the crossline, and 57% said they were the main choice. Instead, 13.3 didn't want to recommend any product.

Therefore, based on this background, researchers conducted a study entitled "Analysis of Product Quality, e-Marketing, and Electronic Customer Relationship Management for Customer Loyalty (Case Study of Telkomsel Prepaid Card Users in Central Jakarta)"

LITERATURE REVIEW

1. Product quality

A product is one that can be marketed to attract attention, demand, use, or consumption and meet consumer needs or needs (Tjiptono, 2006). According to Kotler & Armstrong (2012), product quality means the ability to perform product functions, including overall durability, reliability, accuracy, ease of use, product repairability, and other product attributes.

2. eMarketing

According to Strauss and Ansary (2006) by Salehi et al. (2012) e-Marketing is defined as the use of information technology in the process of creating, communicating and delivering value to

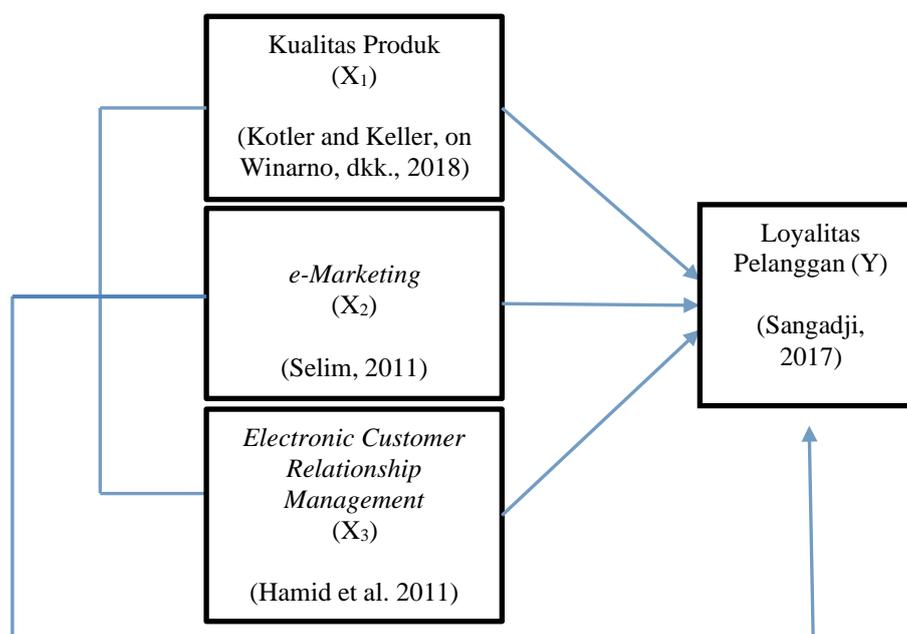
customers, and the use of managing customer relationships in a way that benefits the organization and its shareholders.

3. Electronic Customer Relationship Management

According to Ellyamien (2019), Electronic Customer Relationship Management (ECRM) is a business strategy that leverages information technology, allowing companies to broadly trust their customers to help nurture and enhance all processes and customer interactions. Provides an integrated view. A mutually beneficial relationship.

4. Customer loyalty

Customer loyalty plays an important role in the company. Customer retention means improving financial performance and maintaining the profitability of the company (Marshellina and Prabowo, 2013). In addition, according to Rusydi (2017) Dharmesta (1999), customer loyalty is an explanation of the strength of the relationship between an individual's relative attitude and oil repetition. This is because individual loyalty is the strength of the relationship between the relative attitude of an individual's attitude towards a particular brand and the rate of repetition that represents the loyalty of an individual's behavior towards a particular brand. Means determined by.



SURVEY METHOD

A. Research design

This type of study uses a quantitative approach, a method that uses a series of samples and numerical data (Sugiyono, 2014). In addition, this study is an associative study. According to Sugiyono (2012), associative studies are aimed at determining the effects of two or more variables. The purpose of this study is to see the effectiveness of independent variables: product quality, e-marketing, electronic customer relationship management and dependent variables: customer loyalty for Telkomsel service users in Central Jakarta.

B. Population and sample

1. Research population

According to Sugiyono (2012), population is an area of generalization consisting of specific properties and objects or subjects with properties established by researchers to study them and draw conclusions. The population of this survey was all Telkomsel prepaid card users in Central Jakarta.

2. Survey sample

According to Sugiyono (2012), the sample is part of the number and characteristics of the population. The sample size guideline by Ferdinand (2011) that the number of samples depends on the number of indicators multiplied by 5. According to Roscoe of Sugiyono (2015), a suitable sample size for the study is 30-500. If you divide the sample into categories (male, female, adolescent, adult, etc.), you will have at least 30 sample members per category. When performing a multivariate analysis, the number of sample members is at least 10 times the number of variables under investigation (extrinsic and intrinsic).

Since there are 28 indicators in this study design, the number of samples obtained in this study is at least 140 in the following calculation.

Number of indicators = 28 Indicators
Number of samples = Number of indicators x 5

$$= 28 \times 5$$

$$= 140$$

Based on these calculations, the author uses a sample of 140 respondents in this survey. The method used is based on a targeted sampling technique, that is, the use of non-probability samples with the following criteria:

(1) Respondents aged 2160, (2) Respondents are Telkomsel prepaid card users in Central Jakarta. (3) Each respondent has the opportunity to fill out the questionnaire only once.

C. Data collection procedure

1. Primary data

According to Sekaran (2011), primary data is data related to direct information obtained from researchers regarding variables of interest for a particular purpose of research. The main data source for this survey was a survey distributed directly to Telkomsel prepaid card customers in Central Jakarta. Respondents were asked to provide a numerical assessment of product quality attributes, e-marketing, electronic customer relationship management, and loyalty to the services they received when using Telkomsel prepaid cards in Central Jakarta

2. Secondary data

According to Sekaran (2011), secondary data is data that is already available and collected by other parties. The secondary data used in this study are object data from PT Telekomunikasi Indonesia's annual report and other literature sources such as journals, books, and previous research reports related to the study subject.

ANALYSIS AND DISCUSSION OF RESULTS

1. F-test results

The F-test is used to determine the effect of an independent variable on a dependent variable together or in combination.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	440.536	3	146.845	175.360	.000 ^b
	Residual	113.886	136	.837		
	Total	554.421	139			

a. Dependent Variable: Y
 b. Predictors: (Constant), X3, X2, X1

Source: Data processing (2021)

Based on the table of test results above, the significance value (Sig.) is known to be 0.000. Sig. Since the value of 0.000 is less than 0.05, we can conclude that the variables X1 product quality, X2 eMarketing, and X3 electronic customer relationship management affect customer loyalty (Y) simultaneously or simultaneously.

2. Results of t-test

t test was used to partially determine the effect of the independent variable on the dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.012	.679		2.966	.004
	X1	.126	.027	.294	4.657	.000
	X2	.050	.028	.105	1.757	.081
	X3	.312	.031	.578	10.168	.000

a. Dependent Variable: Y

Source: Data processing (2021)

Based on the table of t-test results above, we can see that the product quality variable (Sig.) is 0.000, the e-marketing variable is 0.081, and the electronic customer relationship management variable is 0.000. For this reason, variable product quality (X1) partially affects customer loyalty (Y), and in the case of variable eMarketing (X2), it partially affects customer loyalty (Y) and electronic customer relationships. We can conclude that it does not affect the management variables. (X3) Partial positive effect on customer loyalty (Y)

3. Coefficient of determination (R²)

The coefficient of determination or the value of R-squared is to predict how the product quality (X1), eMarketing (X2), and electronic customer relationship management (X3) of the variables will affect customer retention simultaneously or together.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.891 ^a	.795	.790	.915	1.830

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Data processing (2021)

Based on the results in the coefficient of determination table above, we can see that the adjusted R-squared value is equal to 0.790 or 79.0%. From this, we can conclude that the variables Product Quality (X1), eMarketing (X2), and Electronic Customer Relationship Management (X3) simultaneously impact 79.0% Customer Loyalty (Y). The rest (100% - 79.0%)

= 21.0%) is affected by variables other than those not examined in this study.

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Based on the analysis and explanations in the previous chapter, I can draw the following conclusions:

1. Product quality (X1) has a significant impact on customer loyalty (Y) for Telkomsel prepaid card users in Central Jakarta (Sig. 0.000 < 0.05). This shows that the higher the quality of Telkomsel's products, the stronger the customer's loyalty to the use of Telkomsel's prepaid cards.
2. eMarketing (X2) does not significantly impact the customer loyalty (Y) of Telkomsel prepaid card users in Central Jakarta (Sig. 0.081 < 0.05). This shows that the loyalty of Telkomsel prepaid card users in Central Jakarta is not affected by eMarketing.
3. Electronic Customer Relationship Management (X3) has a big impact (Sig. 0.000 < 0.05) Central Jakarta Loyalty (Y) To Telkomsel prepaid card users. This shows that Telkom Cell's electronic customer relationship management enhances customer loyalty to using Telkom Cell prepaid cards in Central Jakarta.
4. Product Quality (X1), e-Marketing (X2), and Electronic Customer Relationship Management (X3) have a significant impact on customer loyalty (Y) for Telkomsel prepaid card users in Central and Jakarta at the same time or together. (Sig. 0.000 < 0.05). This shows that improving product quality, e-marketing, and electronic customer relationship management will increase customer loyalty to using Telkomsel prepaid cards in Central Jakarta.

B. Recommendations

1. The results of the analysis show that partially electronic customer relationship management variables have the greatest relationship impact on the customer loyalty of Telkomsel's prepaid card service users in Central Jakarta. Therefore, the company is expected to be able to handle customer complaints and suggestions and maintain and

improve electronic customer relationship management.

2. Analysis shows that product quality variables partially have the second largest relationship effect, following electronic customer relationship management for customer loyalty of Telkomsel prepaid card service users in Central Jakarta. rice field. Therefore, the company is expected to achieve this. Maintain and improve product quality, including improved coverage quality, network and signal quality, and the provision of stable internet access services.

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