

THE EFFECT OF SERVICE QUALITY, PRICE, AND PROMOTION ON THE XL PREPAID CARD USER SATISFACTION IN SURAKARTA

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ABSTRACT

This study aims to determine the effect of service quality, price, promotion of XL prepaid card user satisfaction based on the achieved status. The population in this study is the users of the XL prepaid card in Surakarta in 2017 amounted to 14.536 people. Samples using Slovin amounted to 100 respondents with an accidental sampling technique. This study used explanative research. The results of the data analysis found that the quality of service, price, promotion significantly affect the satisfaction of XL prepaid card users simultaneously or partially while the achieved status variable does not affect the satisfaction of XL prepaid card users. The result of the coefficient of determination (R^2) is 88.4%.

Keywords:

Service quality, Price, Product, Promotion, Achieved status and consumer sat-

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INTRODUCTION

Communication is the act of delivering a message to a person for a particular purpose. Advanced equipment and the latest communication is indispensable in realizing smooth communication. Nowadays various types of mobile phones are popping up that have many advantages supported by high technology. Since communication tools have discovered the lifestyle and thoughts of telephone users have changed from time to time to switch to mobile phones. It makes the coat providers in the telecommunications sector continues to innovate to meet the needs of the users of its services.

The telecommunications sector also makes business competition in the telecommunications industry more competitive. So companies providing communication services must prepare marketing strategies to survive in the market. The growth of communication companies in Indonesia is increasing from year to year with 240 million customers in 2017. "According to Tjiptono (2004: 146) that the customer is satisfied or dissatisfied customer response to the evaluation or confirmation of the perceived discrepancy between prior expectations and actual performance products that are perceived by the wearer".

Some factors that drive satisfaction "according to Daryanto (2014: 53-54) include product quality, price, service quality, emotional factors, and cost and convenience. In this case, it is expected that there are factors driving satisfaction in a product that has been used". Similar research Kumar (2013) "that price, promotion, and quality of service that most influence consumer purchasing decisions PT

convenience store. By keeping a standard price, do promotions more attractive, give more discount, and serve customers well, the stores could encourage more participation, visitors, Awareness and hence the same way increased intention to buy customers".

The telecommunications operator companies that have developed in Indonesia include PT XL Axiata Tbk. (XL and Axis), PT. Indosat Ooredoo PT. Telkomsel. Consumers with various criteria individually who have an attitude in purchasing products. PT XL Axiata Tbk is a well-known telecommunications company in Indonesia that provides digital services. To facilitate the public in communicating and improving the Indonesian economy especially in the digital field. Starting since October 8, 1996, XL has penetrated various services for retail or corporate service users. With the support of a network that has quality and breadth in Indonesia. In December 2014, PT XL normalized the national scale 4G LTE network in July 2015.

Observation of the author in Surakarta XL outlets against 35 people XL prepaid card users, with the result that 77.1% are satisfied with prepaid products, 74.3% are satisfied with the services promised product line with expectations, 82.9% are satisfied with the response to complaints from customers service, 74.3% are satisfied with the willingness of customer service in helping customers, and 80.0% are satisfied with the quality of internet and telephone XL prepaid products. The consumer satisfaction due to the quality of services provided by the prepaid card such as the availability of the gallery XL XL as a form of service delivery, staff were friendly and ready to help the problem, the quality of communication,

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extensive, and has a call center that is ready to help.

According to (Handoko, 2000) "is determined by the quality of the collections of usability and functionality, including durability, independence on other products or other components, exclusivity, comfort, and others". Associated with the prepaid card service quality XL 4G is already using that speed of 50 Mbps. One form of quality of services provided XL to customers who will move to 4G services and migrate the card from 3G XL to 4G with a free service, although the prepaid card that has 4G Xldeangan the division of quotas between 3G and 4G, causing if a customer uses or be in the 3G area because not all covered XL 4G network.

A further factor which is no less important is the price. Price is the "amount of money (plus a few products that may be) required to obtain a combination of products and services" (Dharmmesta and Irawan, 2001: 241). The price of the telephone service provider to another is relatively cheap only Rp. 1 / sec and unlimited to XL. But for a special Internet package for XL 3G services more expensive and difficult to obtain.

The quality of service and competitive prices must also be supported by the promotion. Promotion is also "one of the factors for conveying a product to the market to provide privileged information, uses to change consumer attitudes or encourage consumers to buy. Promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create an exchange in marketing. The main purpose of promotion is to inform and influence consumers. By paying attention to the above, it requires preparation or means of promotion

so that what the company wants can meet the target and be efficient "(Dharmmesta, 2001).

According to the 2015 and 2016 IBBI surveys mention that the level of consumers feeling satisfied (satisfaction) XL has decreased in 2016 that is 97.4% compared to the previous year which is 99.9% (SWA, 2015 and SWA, 2016. There is a decrease in brand value in In 2015 it was 67.4% and in 2016 it decreased to 47% Brand value explained the interrelated awareness of usage that has an indirect effect on customer satisfaction. This decline in satisfaction is feared to have an impact on the decline in XL product users so that they switch to using other brand cards so decrease the level of XL product users.

The decline in customer satisfaction due to several complaints from, among others: 1) Signal XL carriers in some places or regions in Surakarta rated very poor. Other disorders such as drop calls, hard to connect, SMS delay. 2) The communication network is disconnected until the disappearance of a clear pulse without a known cause. 3) Pulse often disappears on its own without apparent reason. 4) The process is a quite long service on XL outlets in Solo (Surakarta XL Outlet Complaint Data, 2016)

LITERATURE REVIEW

"Evaluation after-purchase where the selected alternatives at least provide the results (outcomes) equal / exceed customer expectations, while dissatisfaction arises when the results do not meet customer expectations" (Tjiptono, 2011: 146).

"According to Tjiptono (2012: 157), service quality is a measure of how good a given level of service can correspond with customer expectations. This means that the

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quality of service is determined by the ability of companies and institutions to meet the needs following what is expected or desired by the customer's needs".

"The amount of money (plus a few items that may be) required to obtain some combinations of items and their ministry" (Swastha, 2010: 147).

"The flow of information or persuasion made a one-way to direct a person or organization to act that created the exchange in marketing" (Swastha, 2010: 237).

"It is a person's social status gained due to hard work and effort. For examples wealth, education level, occupation, etc.". Achieved status in this study is the social status and education professions.

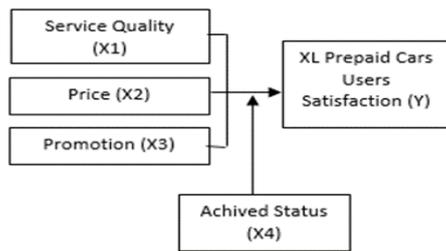


Figure 1. Research Framework

hypothesis

- H1: service quality, price, and promotion simultaneously have a significant influence on the xl prepaid card user satisfaction in Surakarta based on social status.
- H2: Service quality has a positive significant effect on student satisfaction XL Prepaid Card users in Surakarta.
- H3: Prices have a positive significant effect on student satisfaction XL Prepaid Card users in Surakarta.
- H4: Promotions have a positive significant effect on student satisfaction XL Prepaid Card users in Surakarta.

METHODOLOGY

This type of research uses the type of exploratory research. The population in this study XL Prepaid card users in Surakarta in 2017 amounted to 14,536 people. Based on the formula Slovin, the number of samples known to 99.32 is then adjusted by the researcher to 100 respondents. The sampling technique is non-probability samples through an accidental sampling approach. Tools that multiple linear regression analysis with dummy variables achieved V.17 status SPSS for windows

FINDINGS AND DISCUSSION

Figure 2. Data Normality Test

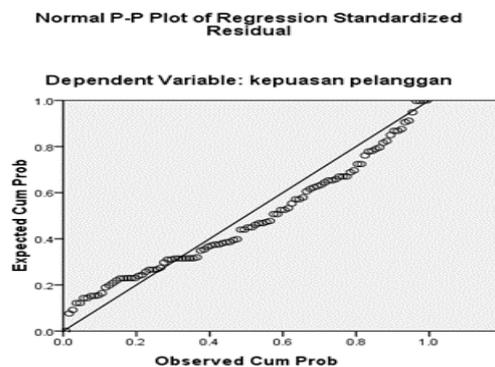


Figure 2. shows that this form of regression is a qualified assumption of normality.

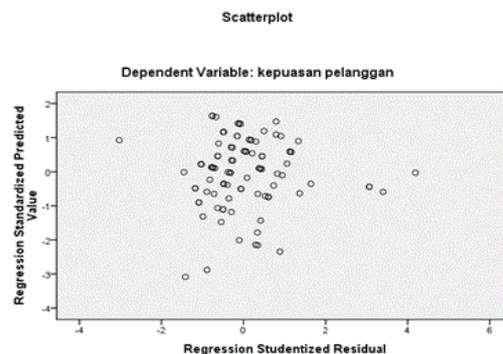


Figure 3. Heteroscedasticity Test

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Based on Figure 3 shows that the spread of the data does not form a specific pattern, it was concluded there was no problem at heteroscedasticity.

Table 1. Multicollinearity Test

Variable	Tolerance	VIF
Service Quality	0,208	4,808
Prices	0,173	5,765
Promotion	0,428	2,335
Achieved Status	0,977	1,024

Table 1 shows that the value of tolerance describes the variables that have no tolerance value is less than 0.1, which means there is no correlation between independent variables.

Table 2. Multiple Linear Regression Test Results

Linear equations between the

Variable	B	T-count	Sig.	Notes
Constant	3.097			
Service	0.315	4.584	0.000	Significant
Quality	0.348	4.829	0.000	Significant
Prices	0.273	5.313	0.000	Significant
Promotion	-	-0.712	0.478	Insignificant
Achieved Status	0.144			
F _{count}	: 189.853 (0.000)			
R ²	: 0.889			
Adjusted R ²	: 0.884			

variables of service quality, price, promotion and achieved status on a variable prepaid card user satisfaction XL in Surakarta, is as follows:

$$Y = 3.097 + 0.315X_1 + 0.348X_2 + 0.273X_3 - 0.144X_4$$

From table 2 the results of the F count is 189.853 with a significant level of 0.000 is less than 0.05, which means that H1 is accepted, then the regression model fit for use, and the variable quality of service, price, promotion and achieved status simultaneously positive and significant impact on

user satisfaction variable card XL prepaid.

The results of the t value for the variable quality of service by 4584 with a significance value of 0.000 or p-value <0.05, which means a significant so that H2 is accepted. This means that the hypothesis that the quality of services significant positive effect on user satisfaction XL prepaid cards accepted.

Results t for the variable price of 4829 with a significance value of 0.000 or p-value <0.05, which means a significant so that the H3 is received. This means that the hypothesis that the suitability of the price to the benefits significant positive effect on user satisfaction XL prepaid cards accepted.

The test results in Table 2 were obtained t value for the variable sale of 5.313 with a significance value of 0.000 or p-value <0.05, which means a significant so H4 is accepted. This means that the hypothesis that the promotion of a significantly positive effect on the satisfaction of user satisfaction XL prepaid cards accepted.

Based on Table 2 shows that the value of Adjusted R square is 0.885. This means that 88.5 percent satisfaction XL prepaid card users in Surakarta can be explained by the variation of the three independent variables of service quality, price, and promotion and achieved status variables. While the remaining 11.5 percent is explained by other variables not examined in this study.

Discussion

Based on these results, we can make the discussion as follows:

Impact of service quality to satisfaction of prepaid card users XL

Hypothesis test proved that service quality has a significant

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influence on the XL Surakarta and has a positive relationship. We can conclude that the better the service will increase XL prepaid card user satisfaction in Surakarta.

From the results of a research questionnaire about the quality of services obtained, the item with the highest average value is the question item "XL Company has several galleries as a form of service to customers". It means that it can be concluded that some respondents agree that XL has several galleries to provide maximum service to customers, while the item that has the lowest average value is the quality of communication. The quality of communication complained of by XL customers, both students and workers, is that sometimes the signal is good but the voice quality or internet speed quality is not appropriate.

Great research results and Bakkara (2016); Dashing (2014); Kumar et al (2013); Kaiman and Zani (2013); Anwar et al (2015); Malik et al (2012); Saling et al (2016) which states "that service quality has a positive and significant correlation to customer satisfaction. This means that service quality is an important factor to build satisfaction by improving service quality to customers. Service Quality established by good performance and impact on improving the commercial value of the company.

The effect of price on satisfaction XL prepaid card users

Hypothesis test to prove that the price there is a significant influence on user satisfaction XL prepaid card in Surakarta and has a positive relationship. It shows improvements in the price offered, the cheaper, more varied price levels, the price is right, the more

influence the quality and increases user satisfaction XL prepaid card in Surakarta increased.

From the questionnaire results of research on prices obtained from respondents of students and workers, the item with the largest average value is a relatively inexpensive item price question. Meaning it can be concluded that the majority of respondents agree XL prepaid card has a low price depends on the choice of product variants so that customers get a price according to its quality, while the item that has the lowest average value that is affordable and appropriate quality.

This study has results that are in accordance with the opinion of the study by Adare, et al (2014); Gagah, et al (2014); Kumar et al (2013); Kaiman and Zani (2013); Malik et al (2012) which states that price has a positive and significant relationship to customer satisfaction of XL prepaid card users. This means customers will expect better service from the company and ultimately to increase customer satisfaction. Price is closely related to factors, namely products (goods and services), place and promotion. The size of the price charged to the customer depends on the size of the benefits felt by the customer. These results support the study that prices following customer expectations lead to satisfaction.

In essence, the price has a positive effect on customer satisfaction if those prices reflect the quality of the products of attachment. One way to deal with competition from happening is to provide the appropriate price, the customer will automatically be satisfied and loyal.

Promotions influence on satisfaction XL prepaid card users

Hypothesis test to prove that

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the promotion of a significant impact on user satisfaction XL prepaid card in Surakarta and has a positive relationship. The presence of significant and positive numbers indicate that improvements in the promotion are done, the more unique or withdraw advertising, and marketers increasingly good communication, the more influential and improve user satisfaction XL prepaid card in Surakarta.

From the questionnaire results of research on the promotion obtained from respondents of students and workers, the item with the average value of the largest is the item question "media campaign that used prepaid XL highly effective" and "rent prepaid XL on television is very different from other similar products", Meaning it can be concluded that the majority of respondents agree with the campaign carried XL effective and unique. This method is the only way to inspire the hearts of buyers and give satisfaction to the customer.

The results are consistent with the results of research conducted by Adare, et al (2014); Dashing (2014); Kumar et al (2013); Anwar et al (2015) which states that the sale has a positive and significant impact on customer satisfaction. "This study is relevant by Khan et. Al (2012) described the promotion as a different form of activity to attract and gain the attention of customers to buy products or services through personal selling, public relations, sales promotion, and advertising. Promotion of products or services to help in the best way to build relationships with customers because everyone is looking for the best deal that suits them. Results of research Khan et. al (2012) give the result that there is a positive influence between promotion on customer satisfaction. So the higher the sale is expected

to have a positive impact on customer satisfaction. This means that the product information with their discounts and other special offers on a product can improve the level of customer satisfaction".

CONCLUSION

Conclusion

1. Variable quality of service, price, promotion, and achieved a status jointly significant and positive impact on satisfaction XL prepaid card users in the city of Surakarta. This means that the quality of service, price, promotion and achieved status jointly improve user satisfaction XL prepaid card.
2. Service quality variables influence positively and significantly related to satisfaction XL prepaid card users in the city of Surakarta. That is if the service quality is improved then satisfaction XL prepaid card users will increase significantly.
3. Variable rates are a positive and significant effect on satisfaction XL prepaid card users in the city of Surakarta. That is if the price is increased or adjusted income benefits the community and following the satisfaction XL prepaid card users will increase significantly.
4. Promotion variables affect positively and significantly related to satisfaction XL prepaid card users in the city of Surakarta. That is if the promotion lists and notice of special prices are increased then the satisfaction XL prepaid card users will increase significantly.
5. Variable achieved status did not affect user satisfaction XL prepaid card in Surakarta.

Suggestion

Suggestions to the results of research on the impact of

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service quality, price, promotion and achieved the status of the prepaid card user satisfaction XL in Surakarta, is as follows.

1. XL Axiata service quality should increase the number of base stations to improve the quality of communication and increase the number of outlets in several strategic places to help serve customers to improve the quality of service.
2. XL Axiata product prices should more provide discounts on certain events, so the price is within easy reach at all levels of society.
3. XL Axiata promotional products should increase the frequency of media coverage of promotion and not only centered in large cities.

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