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THE EFFECT OF PRICE AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH INDIHOME CUSTOMER SATISFACTION AT PT. INDONESIA TELKOM MAKASSAR WITEL STO MATTOANGIN

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Abstract

This study aims to determine the effect of price and service quality on customer loyalty through indihome customer satisfaction at PT. Telecommunications Indonesia Witel Makassar STO Mattoangin. This research is a quantitative research, the data used is primary data, namely data obtained from distributing questionnaires to the research object. The sampling technique used Nonprobability Sampling with a total sample of 390 respondents. The analytical method used in this study is regression analysis through SPSS version 26. The results of this study indicate that (1) price has a positive and significant effect on customer satisfaction; (2) service quality has a positive and significant effect on customer satisfaction; (3) price has a positive and significant effect on customer loyalty; (4) service quality has a positive and significant effect on customer loyalty; (5) customer satisfaction has a positive and significant effect on customer loyalty; (6) customer satisfaction as an intervening variable capable of influencing prices on customer loyalty; (7) customer satisfaction as an intervening variable cannot influence service quality on customer loyalty.

Keywords: *price, service quality, customer loyalty and customer satisfaction.*

A. INTRODUCTION

The development of the telecommunications business in Indonesia is growing rapidly in line with the increasing rate of population growth. To meet the needs of requests in the field of information and communication technology can be found easily. Various offers are offered by providers including the information and communication industry, especially PT. Telkomunikasi Indonesia, Tbk to continue to improve service quality and affordable prices for consumers so that they remain competitive with their competitors. One of the products of PT. Telkomunikasi Indonesia is Indonesia Digital Home or commonly called Indihome in the form of integrated service packages in one triple play package covering communication, data and entertainment services such as home telephone, internet and interactive TV services with IPTV technology (UseeTV).

Competition in information and communication technology service providers encourages PT. Telkomunikasi Indonesia, Tbk to carry out strategies to get and retain consumers or create loyal customers through the satisfaction felt after using the

products or services offered by the company. This is done by PT. Telekomunikasi Indonesia, Tbk to be able to survive and get maximum profit. Therefore, it is necessary to analyze what factors can increase Indihome customer loyalty.

The first factor is price. Price is one of the things that can influence customers to keep using a product or service from a company because according to the customer, the price set by the company is in accordance with the benefits obtained from the product or service. Because if the network is not good enough, the price is expensive, and the service quality is not satisfactory, it can have an impact on losing customers. According to Diah Yulisetiari (2013), revealed that price affects consumer satisfaction, this means that prices are in line with customer expectations, therefore companies must pay attention to price issues. The price offered by Indihome varies widely, starting from Rp. 385,000 per month to 965,000 per month. These prices are based on the packages provided by Indihome.

The second factor is the quality of service. Service quality is something that needs to be considered because if the service received or perceived (perceived service) is in accordance with what is expected by consumers, then the quality of service is perceived as good or satisfactory, so that it will affect the level of customer loyalty. Conversely, if the service received is not good or not in accordance with what consumers expect, then the quality of service is perceived as bad or unsatisfactory so that it will have an impact on decreasing the level of customer loyalty. According to Yulisetiari (2015), the implementation of good service quality will be able to satisfy customers and will ultimately make customers loyal.

Based on the background described above, the researcher is interested in examining the effect of price and service quality on customer loyalty through Indihome customer satisfaction at PT. Telecommunications Indonesia Witel Makassar STO Mattoangin.

B. METHOD

2.1. Research design

In this study using descriptive research methods, namely by means of a quantitative approach because it is a type of research that has specifications, namely systematic, planned and clearly structured from the beginning to the research design, both regarding research objectives, research subjects, research objects, data samples, data sources and methodologies.

2.2. Object of research

Essentially the object of research is an issue discussed in a study. While the research subject is an entity that is a source of information for researchers. The objects in this study are price, service quality, customer loyalty, customer satisfaction.

2.3. Population and Sample

The population in this study were all Indihome customers of PT. Telkom Witel Makassar STO Mattoangin. This study used Probability Sampling by taking sample members from a random population without regard to strata in the population, to calculate the sample size using the Slovin formula. Based on the calculation of the number of samples in this study as many as 390 respondents.

2.4. Method of collecting data

Data collection in this study was carried out using an open questionnaire in which respondents were asked to answer questions by selecting the available answers using a Likert scale which contains five levels of answer choices regarding the respondent's agreement with the statements put forward. Respondents filled out statements via the Google Form link.

2.5. Operational Definition

The variables used in this research are price, service quality (the dependent variable), customer loyalty (the independent variable), customer satisfaction (the intervening variable). The price variable has the following indicators: price affordability, price compatibility with product quality, price compatibility with product benefits, product prices can be competitive, prices vary. The service quality variable has the following indicators: reliability, responsiveness, assurance, empathy, tangibles. The customer loyalty variable has indicators: having an emotional attachment to the brand, feeling satisfied, repurchasing, recommending to others. The customer satisfaction variable has indicators: no complaints, feelings of satisfaction, compliance with customer expectations,

2.6. Data analysis technique

data that have been collected are generally still random and raw, then the data is summed up in an orderly manner and the survey results that have been obtained are entered into tabulations by using SPSS software which is an analysis of structural equations based on variance which simultaneously can carry out measurement model tests as well as structural model tests.

C. RESULTS

3.1. Validity test

Table 1 Validity Test Results

Variable	Items	<i>Pearson Correlation</i>	Category
Price (X1)	X1.1	0.889	VALID
	X1.2	0.920	VALID
	X1.3	0.903	VALID
	X1.4	0.836	VALID
	X1.5	0.853	VALID
Service Quality (X2)	X2.1	0.837	VALID
	X2.2	0.857	VALID
	X2.3	0.849	VALID
	X2.4	0.841	VALID
	X2.5	0.750	VALID
	X2.6	0.852	VALID
	X2.7	0.860	VALID
	X2.8	0.863	VALID
	X2.9	0.874	VALID
	X2.10	0.874	VALID
Customer Satisfaction (Z)	Z1	0.815	VALID
	Z2	0.911	VALID
	Z3	0.902	VALID
	Z4	0.891	VALID
	Z5	0.863	VALID
	Y1	0.879	VALID

Customer Loyalty (Y)	Y2	0.805	VALID
	Y3	0.908	VALID
	Y4	0893	VALID
	Y5	0914	VALID
	Y6	0912	VALID
	Y7	0.909	VALID
	Y8	0.881	VALID

Source: Processed data (2023)

3.2. Reliability Test

Table 2 Reliability Test Results

Variable	Reliability Coefficient	Test results
Price	0.926	reliable
Service quality	0.956	reliable
Customer loyalty	0.961	reliable
Customer Satisfaction	0.924	reliable

Source: Processed data (2023)

3.3. Path Analysis

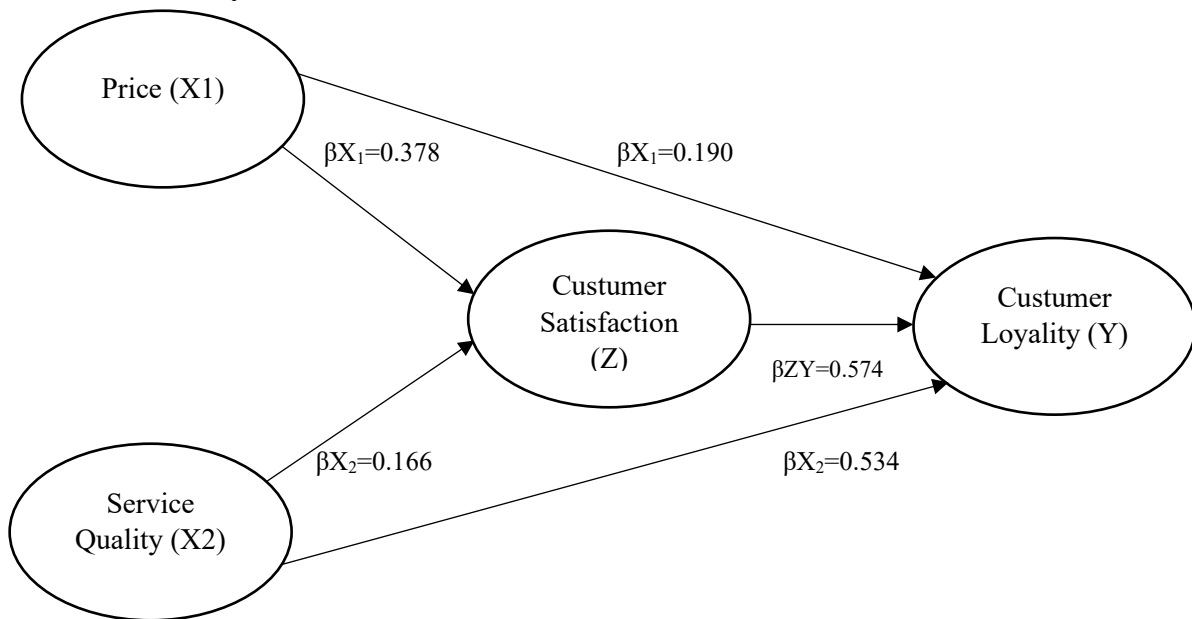


Figure 1 Path Diagram Efficiency Results (Data processed in 2023)

The structural equation in the above model is as follows:

$$Z = 0.378X_1 + 0.534X_2 + e_1 \dots\dots\dots \text{(equation 1)}$$

$$Y = 0.190X_1 + 0.166X_2 + 0.574Z + e_2 \dots\dots\dots \text{(equation 2)}$$

Table 3 Coefficient of Indirect, Direct and Total Relationships Between Variables

VAR	X1			X2			Z		
	PTL	PL	PT	PTL	PL	PT	PTL	PL	PT

Z	-	0.378	0.378	-	0.534	0.534	-	-	-
Y	0.216	0.190	0.041	0.306	0.166	0.050	-	0.574	0.574

Source: Processed data (2023)

Based on table 3 it can be explained that there are three influences that occur, namely:

1. Direct influence

- a. The direct effect of the price variable (X1) on customer satisfaction (Z) is 0.378.
- b. The direct effect of service quality variable (X2) on customer satisfaction (Z) is 0.534.
- c. The direct effect of the price variable (X1) on customer loyalty (Y) is 0.190.
- d. The direct effect of the service quality variable (X2) on customer loyalty (Y) is 0.166.
- e. The direct effect of the customer satisfaction variable (Z) on customer loyalty (Y) is 0.574.

2. Indirect influence

- a. The indirect effect of the price variable (X1) on customer loyalty (Y) through customer satisfaction (Z) is obtained from $\beta_{X1} \times \beta_{ZY}$, namely $0.378 \times 0.574 = 0.216$.
- b. The indirect effect of the price variable (X1) on customer loyalty (Y) through customer satisfaction (Z) is obtained from $\beta_{X2} \times \beta_{ZY}$, namely $0.534 \times 0.574 = 0.306$.

3. Indirect influence

- a. The indirect effect of the price variable (X1) on customer loyalty (Y) is $0.190 + 0.216 = 0.041$
- b. The indirect effect of service quality variable (X2) on customer loyalty (Y) is $0.166 + 0.306 = 0.050$.

3.4. Sobel test

Table 4 Sobel test results

Variable	Absolute Z Value	Significance
The influence of X1 on Y through Z	$7.437 > 1.96$	Significant
The influence of X2 on Y through Z	$1.397 < 1.96$	Not significant

Source: Processed data (2023)

Based on table 4 it can be concluded that the customer satisfaction variable (Z) can mediate the price variable (X1) on the customer loyalty variable (Y) because the result is an absolute Z value where the value of X1 to Y through Z is $7,437 > 1.96$ or the absolute value of Z greater than 1.96, while the customer satisfaction variable (Z) is not able to mediate the service quality variable (X2) on customer loyalty (Y) because in the results of the absolute Z value where the value of X2 to Y through Z is $1.397 < 1.96$ or the absolute Z value is smaller from 1.96.

3.5. T Test (Partial Testing)

Table 5 T-test results of variables X1 and X2 against Z

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,764	,602		1,269	,205
	X1	,357	,038	,378	9,460	,000
	X2	,292	,022	,534	13,374	,000

a. Dependent Variable: Z

Source: Processed data (2023)

Based on table 3.5.1 the calculation results above are obtained from the following results:

1. The price variable (X1) is 9,460 with a significance level of 0,000 which is less than $\alpha = 0.05$, then H0 is rejected and Ha is accepted. Which means that price has a significant effect on Indihome customer satisfaction.
2. The service quality variable (X1) is 13,374 with a significance level of 0,000 less than $\alpha = 0.05$, then H0 is rejected and Ha is accepted. Which means service quality has a significant effect on Indihome customer satisfaction.

Table 6 T-test results of variables X1, X2, and Z against Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,900	,982		-1,934	,054
	X1	,313	,068	,190	4,593	,000
	X2	,158	,043	,166	3,674	,000
	Z	1,000	,083	,574	12,077	,000

a. Dependent Variable: Y

Source: Processed data (2023)

Based on table 3.5.2 the calculation results above can be seen as follows:

1. The price variable (X1) is 4,593 with a significance level of 0,000 which is less than $\alpha = 0.05$, then H0 is rejected and Ha is accepted. Which means the price has a significant effect on Indihome customer loyalty,
2. The service quality variable (X2) is 3,674 with a significance level of 0,000 less than $\alpha = 0.05$, then H0 is rejected and Ha is accepted. Which means service quality has a significant effect on Indihome customer loyalty.
3. The customer satisfaction variable (Z) is 12,077 with a significance level of 0,000 which is less than $\alpha = 0.05$, then H0 is rejected and Ha is accepted. Which means that customer satisfaction has a significant effect on Indihome customer loyalty.

3.6. F Test (Simultaneous Testing)

Table 7 F Test Results of Variables X1 and X2 Against Z

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7021,679	2	3510,840	530,916	,000 ^b
	Residual	2559,152	387	6,613		
	Total	9580,831	389			

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

Source: Processed data (2023)

Based on table 4.5.4.1 the f test results obtained Fcount is 530,916, with a significance level of 0,000 less than the real level $\alpha = 5\%$ or 0.05, then H0 is rejected and Ha is accepted, meaning that the hypothesis stating price and service quality affect customer satisfaction, is accepted.

Table 8 F test results of variables X1, X2 and Z against Y

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22291,498	3	7430,499	424,089	,000 ^b
	Residual	6745,617	385	17,521		
	Total	29037,116	388			

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

Source: Processed data (2023)

Based on table 4.5.4.2 the results of the f test are obtained Fcount is 424,089, with a significance level of 0,000 less than the significant level $\alpha = 5\%$ or 0.05 then H0 is rejected and Ha is accepted meaning the hypothesis stating price, service quality and customer satisfaction have a significant effect on loyalty customer, accepted.

3.7. Determination efficiency test

The main objective in using the coefficient of determination test (R2) is to calculate how far the ability of a model is to explain how many variations the dependent variable has. This study shows the results of the coefficient of determination test, as follows:

Table 9. Results of the determination efficiency test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,876 ^a	,768	,766	4,18582

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

Source: Processed data (2023)

Table 3.7 shows that there is a coefficient of determination represented by an adjusted R2 value of 76.6. This shows that there is 76.6% of the dependent variable, namely customer loyalty, which is explained by the three independent variables,

namely price, service quality and customer satisfaction, while on the other hand, 23.4% customer loyalty can be explained by other variables outside this study.

D. DISCUSSION

From the results of the hypothesis testing previously stated, it can be concluded that price, service quality and customer satisfaction have a significant effect on customer loyalty. The following is a more detailed discussion of the test results of each of the following variables:

Effect of Price on Customer Satisfaction

In testing the first hypothesis, price has an influence on customer satisfaction so that the hypothesis is accepted. These results are in line with the first hypothesis which shows a positive and significant influence on customer satisfaction, this is based on that the more affordable the price offered and equivalent to the benefits obtained, the stronger the customer satisfaction with the products and services provided by PT. Telkom Witel Makassar STO Mattoangin. Thus it can be concluded that customer satisfaction is influenced by the pricing carried out by PT. Telkom Witel Makassar. This is in line with research conducted by Nikmah and Gigih Ar-Rasyid (2019) which states that the price variable has a significant and positive direct effect and is very dominant in its contribution to customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

In testing the second hypothesis, service quality has an influence on customer satisfaction so that the hypothesis is accepted. These results are in line with the second hypothesis which states that service quality can have a positive and significant influence on customer satisfaction. This is based on that the higher the understanding and implementation of the quality of services provided, the higher customer satisfaction with the services provided by PT. Telkom Witel Makassar STO Mattoangin. Thus it can be concluded that the higher the quality of service provided by PT. Telkom Witel Makassar STO Mattoangin, the higher the level of customer satisfaction, conversely, the lower the quality of food service, the lower the level of satisfaction felt by customers. Therefore service quality is an important variable to consider in predicting customer satisfaction. This is in line with research conducted by Dindy Rindy Prasanti (2019) that the service quality variable has a significant effect on customer satisfaction.

Effect of Price on Customer Loyalty

In testing the third hypothesis, price has an influence on customer loyalty so that the hypothesis is accepted. This means that the more affordable and competitive the prices or services provided, the stronger customer loyalty to PT. Telkom Witel Makassar. Thus it can be concluded that customer loyalty at PT. Telkom Witel Makassar STO Mattoangin is influenced by the price fixing by PT. Telkom Witel Makassar, if the price set is affordable and in accordance with the customer's capabilities, the customer will be more loyal and consistent in using the products or services that PT. Telkom Witel Makassar STO Mattoangin. This is in line with the research conducted by Chantika Putri (2022) that the price variable has a positive and significant effect on customer loyalty.

The Effect of Service Quality on Customer Loyalty

In testing the fourth hypothesis, service quality has an influence on customer loyalty so that the hypothesis is accepted. This means that the quality of services provided by PT. Telkom Witel Makassar STO Mattoangin greatly influences consumers to continue to use indihome products or services. Thus it can be concluded that the higher the level of service of a product or service, the higher the level of customer loyalty. This is in line with research conducted by Dea Syahputri Utami Hasibuan (2018) that the service quality variable has a positive and significant effect on customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

In testing the fifth hypothesis, customer satisfaction affects customer loyalty so that the hypothesis is accepted. It means PT. Telkom Witel Makassar STO Mattoangin has provided a sense of satisfaction and the benefits are in accordance with customer expectations for the products and services provided so as to create customer loyalty. Thus it can be concluded that the existence of customer satisfaction can provide benefits including providing a good basis for repeat purchases and can encourage creating customer loyalty. Therefore, because of that PT. Telkom Witel Makassar STO Mattoangin must continue to strive to maintain customer satisfaction so that customers continue to make indihome their first choice and not switch to partners.

Effect of Price on Customer Loyalty Through Customer Satisfaction

In the results of this study using the sobel test explains that customer satisfaction is able to mediate prices on customer loyalty so that the hypothesis is accepted. This means that competitive pricing is appropriate in PT. Telkom Witel Makassar STO Mattoangin whose influence is very significant in making customers feel satisfied with the products or services provided by PT. Telkom Witel Makassar STO Mattoangin which will make loyal customers continue to use products or services. This shows that the pricing policy by the management of PT. Telkom Witel Makassar STO Mattoangin greatly affects customer satisfaction, because if the price set and the benefits received are in accordance with customer expectations, the customer will feel satisfied and the reputation of PT. Telkom Witel Makassar STO Mattoangin is good in the eyes of customers so that it can provide a good basis for customers to continue subscribing. This is in line with research conducted by Noni Permata Sari and Agung Budiarmo (2019) that price variables affect customer loyalty through customer satisfaction.

The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction

In the results of this study using the sobel test to explain that customer satisfaction is still not able to mediate service quality on customer loyalty so that the hypothesis is rejected. Partially, service quality can affect customer loyalty, but customer satisfaction at that time cannot be a strong influence as an intervening variable. This means that the quality of services provided by PT. Telkom Witel Makassar STO Mattoangin is still not good and has not been able to increase customer satisfaction with the products or services provided, so it cannot increase customer loyalty to continue using the products or services provided by PT. Telkom Witel Makassar STO Mattoangin. This shows that poor service quality will affect customer satisfaction and make customers disloyal to the products or services provided by PT.

Telkom Witel Makassar STO Mattoangin. Good service quality will create customer satisfaction which in turn will create customer loyalty. This is in line with research conducted by Yulia Larasati Putri (2017) that customer satisfaction does not have a significant effect on customer loyalty indirectly.

E. CONCLUSION

Based on the research that has been done and the results of data analysis that has been processed to find out the effect of price and service quality on customer loyalty through Indihome customer satisfaction at PT. Telecommunications Indonesia Witel Makassar STO Mattoangin.

Price has a positive and significant effect on customer satisfaction. This shows that if the price is affordable then customer satisfaction increases. The significance value of price on customer satisfaction is 0.000, less than 0.05, so the hypothesis is accepted. Service quality has a positive and significant effect on customer satisfaction. This shows that if the quality of service increases, customer satisfaction will increase. The significance value of service quality on customer satisfaction is 0.000, less than 0.05, so the hypothesis is accepted. Price has a positive and significant effect on customer loyalty. This shows that the more affordable the price, the stronger customer loyalty. The significance value of price on customer loyalty is 0.000, which is less than 0.05 then the hypothesis is accepted. Service quality has a positive and significant effect on customer loyalty. This shows that the higher the quality of food service, the higher the level of customer loyalty. The significance value of service quality on customer loyalty is 0.000, less than 0.05, so the hypothesis is accepted. Customer satisfaction has a positive and significant effect on customer loyalty. This shows that if customer satisfaction increases, customer loyalty will increase. The significance value of price on customer satisfaction is 0.000, less than 0.05, so the hypothesis is accepted. Prices indirectly affect customer loyalty through customer satisfaction. This shows that competitive pricing will make customers feel satisfied and make customers loyal to the products and services provided. The significance value of the indirect effect of price on customer loyalty through customer satisfaction is 7.437 greater than 1.96, so the hypothesis is accepted. Service quality has no indirect effect on customer loyalty through customer satisfaction. This shows that poor service quality makes customers dissatisfied so it does not increase customer loyalty. The significance value of the indirect effect of service quality on customer loyalty through customer satisfaction is 1.397, which is less than 1.96, so the hypothesis is rejected. The significance value of the indirect effect of price on customer loyalty through customer satisfaction is 7.437 greater than 1.96, so the hypothesis is accepted. Service quality has no indirect effect on customer loyalty through customer satisfaction. This shows that poor service quality makes customers dissatisfied so it does not increase customer loyalty. The significance value of the indirect effect of service quality on customer loyalty through customer satisfaction is 1.397, which is less than 1.96, so the hypothesis is rejected. The significance value of the indirect effect of price on customer loyalty through customer satisfaction is 7.437 greater than 1.96, so the hypothesis is accepted. Service quality has no indirect effect on customer loyalty through customer satisfaction. This shows that poor service quality makes customers dissatisfied so it does not increase customer loyalty. The significance value of the indirect effect of service quality on customer loyalty through customer satisfaction is 1.397 which is less than 1.96, so the

hypothesis is rejected. This shows that poor service quality makes customers dissatisfied so it does not increase customer loyalty. The significance value of the indirect effect of service quality on customer loyalty through customer satisfaction is 1.397, which is less than 1.96, so the hypothesis is rejected. This shows that poor service quality makes customers dissatisfied so it does not increase customer loyalty. The significance value of the indirect effect of service quality on customer loyalty through customer satisfaction is 1.397, which is less than 1.96, so the hypothesis is rejected.

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