SURVEY ON QUALITY, SATISFACTION, AND LOYALTY OF B2B's CUSTOMERS AT PT TELKOM WITEL YOGYAKARTA

FINAL INTERNSHIP PROJECT

Written and Delivered in Fulfillment of One of the Requirements to Obtain

Bachelor's Degree in the Department of Management, Faculty of Business and Economics.

Composed by:

Lulu Anesa Ardita Putri

NIM: 20311538

INTERNATIONAL MANAGEMENT STUDY PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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YUDICIUM FINAL PROJECT EXAMINATION

A FINAL PROJECT ENTITLED

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Acknowledged by
Dean of the Faculty of Business and Economics
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DECLARATION OF AUTHENTICITY

Hereby, I state that in this internship document, there are no works that have been submitted by other people to obtain a bachelor's degree in a university, and to the best of my knowledge, there are also no works or opinions that have been written or published by other people, except those that are written in reference, in this manuscript and mentioned in the Ref. If it is proven that this statement is not true, I am capable of receiving any punishment/sanction according to the applicable provisions.

Yogyakarta, August 12, 2024



(Lulu Anesa Ardita Putri)

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SURVEY ON QUALITY, SATISFACTION, AND LOYALTY OF B2B's CUSTOMERS AT PT TELKOM WITEL YOGYAKARTA

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ABSTRACT

The main objective of this research is to examine how service quality and brand awareness affect customer satisfaction and loyalty in the business-to-business (B2B) technology services industry. Data was collected through interviews with four respondents with different backgrounds in Yogyakarta and analyzed using the content analysis method. This study shows that service quality has a positive impact on customer satisfaction, customer satisfaction has a positive impact on customer loyalty, and brand awareness has a positive impact on the relationship between service quality and customer satisfaction. The findings will help company managers in the B2B technology services industry to use these insights to improve customer satisfaction through service quality improvement actions.

Keywords: Business-to-business (B2B), SERVQUAL, Quality Service, Customer Satisfaction, Brand Awareness, Customer Loyalty

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ABSTRACT

Tujuan utama dari penelitian ini adalah untuk mengkaji bagaimana kualitas layanan dan kesadaran merek mempengaruhi kepuasan dan loyalitas pelanggan dalam industri layanan teknologi business-to-business (B2B). Data dikumpulkan melalui interview terhadap 4 responden dengan background berbeda di Yogyakarta dan dianalisis dengan metode analisis konten. Penelitian ini menunjukan bahwa kualitas layanan berdampak positif terhadap kepuasan pelanggan, kepuasan pelanggan berdampak positif terhadap loyalitas pelanggan, kesadaran merek berdampak positif terhadap hubungan antara kualitas layanan dan kepuasan pelanggan. Temuan ini akan membantu para manajer perusahaan di industry layanan teknologi B2B untuk dapat menggunakan wawasan ini guna meningkatkan kepuasan pelanggan melalui tindakan peningkatan kualitas layanan.

Keywords: Business-to-business (B2B), SERVQUAL, Quality Service, Customer Satisfaction, Brand Awareness, Customer Loyalty

CHAPTER I

INTRODUCTION

1.1 Company Profile

PT Telkom Indonesia Tbk is one of the telecommunications companies in Indonesia. PT Telkom Indonesia Tbk is usually called Telkom. PT Telkom is a company included in the Indonesian State-Owned Enterprises, which, of course, must meet the needs of the Indonesian people with the company's products. Therefore, most of PT Telkom Indonesia Tbk shares of 52.09% owned by the Indonesian government and 47.91% by the public. PT Telkom Indonesia Tbk is a company that provides information technology services, communications, and telecommunications networks.

PT Telkom Indonesia Tbk aims to improve the welfare and competitiveness of the nation by providing the best value to all parties. In addition, Telkom aspires to become the first-choice digital telecommunications company to help society progress. The missions to be achieved by Telkom are as follows: 1) Accelerate the development of intelligent digital infrastructure and platforms that are sustainable, economical, and accessible to the entire community; 2) Developing superior digital talent that helps improve the nation's digital capabilities and digital adoption rate; and 3) Organizing the digital ecosystem to provide better offerings and services. Telkom has a solid corporate culture that helps it achieve its goals. This allows Telkom to receive awards year after year.

PT Telkom Indonesia is a company that provides fixed wireline telephone services, fixed wireless telephone services, cellular telephone services, internet, networks, and interconnection. The various kinds of products provided by PT Telkom Indonesia are included in the primary needs of the community in today's digital era. Telkom products can support the community's needs in accessing the internet and operating various kinds of digital technology.

PT Telkom Indonesia has seven regional divisions spread all over Indonesia to facilitate the company's operations. The regional divisions are divided into Regional Division I, covering Sumatra Island; Regional Division II, covering DKI Jakarta and surrounding areas; and Regional Division III, covering West Java and surrounding areas. Regional Division IV covers Central Java and Yogyakarta, Regional Division V covers East Java and surrounding areas, Regional Division VI covers Kalimantan Island, and Regional Division VII covers eastern Indonesia, such as Sulawesi, Nusa Tenggara, Bali, Maluku, and Papua. The regional division is further divided into Witel (telecommunication area). Each Witel office is responsible for business operations by their respective regions. With the division of business operations, Telkom can focus more on developments in each region in Indonesia so that PT Telkom can increase company profits yearly (Telkom.co.id, 2024).

1.2 Background

The development of technology has become vital in everyday life. Rosyad and Harsono (2021) found that with the development of increasingly advanced technology and the shifting needs of individuals who prioritize convenience and

practicality in their activities, the presence of the Internet helps to achieve the desired goals. Balinado et al. (2021) showed that tangibility is an intangible element, for example, a physical element that customers, such as service quality and staff professionalism, can feel. Therefore, the tangibility dimension actively contributes to the ability to solve consumer needs on time. At this time, technology can make every process or activity in an organization or company more effective and efficient. Blichfeldt and Faullant (2021) found that a process industry company with a higher level of product and service innovation has implemented more digital technologies, and they utilize the potential of these technologies at a higher level. Man et al. (2019) showed that reliability is the ability to consistently, accurately, and reliably provide a promised service. With the help of technology, every aspect of organizational and corporate activities can be carried out more effectively. Technology enables every aspect of an organization or company's operations to be done more efficiently. For example, technology helps the HR recruitment process with a structured system, speeds up the collection and dissemination of information, and helps businesses make better decisions about products and markets. In addition, the digital platform provided by the Internet allows organizations and businesses to build and expand networks with their customers. The presence of the Internet is essential for business operations and development. According to Tien (2023), responsiveness to customers is an effective way to answer questions and handle customer complaints appropriately. It is also a key to increasing customer satisfaction and loyalty. By using the internet, companies can reach and serve more customers worldwide. Companies and organizations using internet technology will

change the way organizations work and interact with each other. Technology will also open up new opportunities for long-term growth and sustainability.

PT Telkom Indonesia offers a variety of products and services for B2B. B2B service products provided by Telkom have several significant advantages for organizations and companies in improving efficiency in their various business operational activities. One of the main advantages received by every B2B customer is the availability of a connectivity network with a 1:1 speed ratio that guarantees speed and reliability in data transmission. In addition, Telkom provides fast connectivity without FUP limits and customer service that is available 24/7. The products offered by Telkom are specifically designed to meet the needs of more complex businesses. The products offered by Telkom are Dynamic 1P 100 Mbps Package, Complete 1P 100 Mbps Package, and Dynamic 1P 300 Mbps Package. With this variety of products, Telkom supports a reliable information and communication technology infrastructure and enables organizations and companies to optimize their performance in the face of increasingly competitive and dynamic market demands (Indihome, 2024).

Kanyama et al. (2022) showed that empathy includes giving personal attention to customers. This involves the ability of employees to understand customer problems, act in customers' interests, and maintain relationships with customers so that they feel comfortable. Maintaining good service and relationships with B2B and B2C customers is crucial to a company's success. Although each company has different target markets and ways of interacting with them, maintaining good relationships remains relevant in both situations. According to

Timo-Huhtala (2023), the goal of every successful business is to maintain a high level of customer satisfaction by providing value-added transactions for their customers through positive customer service interactions. Oakley et al. (2021) showed that the target of the B2B sales strategy is professional buyers, so there is little information on their perceptions of the strategy of building relationships between sellers and customers. Gil-Saura et al. (2020) showed that contributions in B2B environments are relatively fewer in number and much more limited in content. Jacksen et al. (2021) showed that assurance is the company's ability to foster employee trust and a sense of security in consumers through professional employees. The behavior will increase consumer confidence in the company and create a sense of security for every consumer.

Companies tend to interact with customers representing an organization or company in business-to-business relationships. These assignments are often more complex because they involve specific requirements, such as clear contractual agreements and consistent and reliable service expectations. Dotzel and Shankar (2017) found that B2B businesses often work with their customers to create new services that benefit the company. Maintaining a good relationship with B2B customers will involve many things, such as ongoing customer satisfaction, fulfillment of commitments to product or service schedules and quality, and the ability to adjust to changing needs or emerging challenges. Rose et al. (2021) showed that building an environment that facilitates community and promotes a wide range of information, support, and collaboration is essential to maintaining effective customer relationships. Maintaining good business-to-business (B2B)

relationships can mean maintaining long-term agreements and strategic cooperation that benefit both parties.

Asipi and Duraković (2020) found that the business-to-consumer (B2C) model is the sale of goods and services to consumers. There are differences in establishing relationships with B2C customers, such as more direct interaction with end consumers with different personal preferences and expectations. Urdea and Constantin (2021) found that B2C e-commerce websites primarily store helpful information for customers when they purchase goods. The two main characteristics of B2C e-commerce websites are information content and design. Business-to-consumer (B2C) transactions are the most popular type of e-commerce, where electronic customers can purchase different types of goods or services. To maintain customer satisfaction and loyalty, maintaining good relationships with business-to-consumer (B2C) customers requires several important things, such as responsiveness to customer needs, responsive and solution-oriented customer service, and consistency in product and service quality. Sukendia and Harianto (2021) found that the success of B2C e-commerce is determined by how much customers show loyalty to electronic service providers. Interactions between individuals influence the consumer experience during and after a purchase. Regarding customer loyalty, the most important thing is to know the loyal customers; they will then repurchase the goods or services and recommend them to others.

Every business should build strong relationships with business-to-consumer (B2C) customers. This can increase customer loyalty, reduce churn rates, and open

up opportunities to get positive recommendations and attract new customers to their business. Mingione and Leoni (2020) found that in B2C, there is a brand value creation process that occurs through interaction activities carried out by companies and their consumers, which will have an impact on increasing the perceived value when using the brand and can make the brand unique so that it will be different from other brands. In addition, a solid and communicative relationship with consumers allows companies to understand consumers' specific needs better.

Gesmundo et al. (2022) showed that brand recall is a way for consumers to recognize brands in specific categories or the ability of consumers to remember brands when product categories are mentioned. This depends on the information stored in their memory. In this aspect, it will be influential in business-to-business (B2B) and business-to-consumer (B2C) to generate consumer loyalty, get positive recommendations, and drive sustainable business growth through close and profitable relationships with each other. When the company can provide excellent service, the needs and expectations of each consumer can be appropriately met. Consumers will feel satisfied with the services received, feel more valued, and tend to build long-term relationships with the company. Chun et al. (2020) showed that brand recognition functions as a brand image relationship and increases the value of brand quality, which will positively impact each consumer's purchase. This will be one of the keys to creating a positive customer experience in repurchasing products a company provides and will strengthen consumer confidence.

Abdolvand and Norouzi (2012) found that the quality of customer relationships has a positive and significant effect. This means that companies must

strengthen relationships of trust, satisfaction, and commitment with customers by meeting time targets. Every company needs to maintain a clear and transparent relationship with customers. By understanding customer needs thoroughly, businesses can anticipate market demands and provide more customized solutions for each customer. Surahman et al. (2020) showed that customer satisfaction reflects a person's feelings when using a service or after comparing the product performance they receive with their expectations. Meeting customer satisfaction is one of the significant challenges for service companies and industries if they cannot understand customer needs. If customer satisfaction levels are high, it often results in positive referrals and recommendations from satisfied customers. This is especially important for a company in the highly competitive business-to-business sector as they can create opportunities and expand their customer network. Companies must maintain each customer's loyalty to reduce the high costs of running marketing and promotion.

Sudiyono et al. (2022) showed that customer experience significantly affects customer value, loyalty, and satisfaction, making customers loyal. Dandis and Wright (2020) found that attitudinal loyalty is an ongoing relationship with brand preferences often driven by each customer's positive liking. Therefore, to increase customer purchase intentions, organizations must manage a good customer experience to increase customer value, satisfaction, and loyalty. By maintaining customer loyalty, businesses can reduce costs and allocate resources to develop high-quality products or services. Loyalty also contributes generously to a company because it will keep revenue stable in the long run. Loyal customers tend to make

repeat purchases and can be a consistent source of income for the company. Maintaining quality service and good relationships with B2B customers is not just a strategy to meet the needs of each customer. Still, it is one of the long-term investments that are profitable for companies in building trust, loyalty, and business stability. Liang and Wang (2007) found that behavioral loyalty is positioned as a consequence of relationship investment. Behavioral loyalty as a relationship indicator is based on the frequency of consumer purchases and the amount spent at a retailer compared to the amount spent at other retailers where consumers buy. Loyal customers tend to make repeat purchases and can be a consistent source of revenue for a company. Maintaining quality service and good relationships with B2B consumers is not only a strategy to meet the needs of each customer, but it is one of the long-term profitable investments for companies in building trust, loyalty, and business stability.

The widespread spread of the internet today has driven progress in the operation of science and technology. Technological innovations are constantly occurring, along with internet access, which is increasingly accessible to various groups. Along with the increasing dependence on the Internet, the demand for high-quality Internet services is expected to continue to increase globally. According to Hes (2020), the global environment in the B2B market continues to grow. One of the prerequisites for a successful business is to communicate effectively with business partners using cloud repositories and services that they can better utilize in this environment. The demand for better internet service quality is increasing as a result of the increase in the number of internet users and the increased need for

fast and stable internet connections. This phenomenon opens up a great opportunity for internet service provider companies to improve the range and quality of their services to meet the growing market needs.

As a provider of internet services and products, PT Telkom is currently required to improve the quality of services the community needs, especially B2B customers. With the advancement of communication technology and science, competition in this industry is increasingly competitive, which requires Telkom to have superior service management capabilities to provide fast and precise information systems to B2B customers. Telkom has developed a specific strategy to reach all target markets more efficiently. This strategy includes establishing marketing divisions or segments comprising government, enterprise, and business service segments. With this strategy, Telkom strives to improve service quality and ensure that every customer gets services that suit their needs so that Telkom can increase customer satisfaction and loyalty (Telkom.co.id, 2024).

In this internship report, the researcher focuses on one of the segments in Telkom Witel Yogyakarta, namely the Enterprise Service segment. The Enterprise Service segment has a B2B target market that includes macro businesses, micro-businesses, agencies, institutions, and education. However, the segment has a relatively small marketing territory. This means that the Enterprise Service segment cannot expand the market quickly due to the limited number of business entities that have not partnered with PT Telkom Witel Yogyakarta. Maintaining quality business-to-business (B2B) customer service is the key to winning and retaining customers to be more loyal in an increasingly competitive business world. Good

service not only makes customers satisfied but will also build long-term relationships that benefit both parties. This challenge adds to the obstacles for the Enterprise Service segment in improving service quality to maintain every business entity that has partnered with the services provided by Telkom to remain loyal.

With the challenges faced by the segment, the researcher intends to survey the quality, satisfaction, and loyalty of B2B customers of PT Telkom Witel Yogyakarta. This research is expected to provide a deeper insight into how improving service quality can help retain existing customers, attract new customers, and improve the competitive position of sales in the market.

1.3 Problem Formulation

Based on the background that has been made, the researcher can formulate several main problems, among others:

1. How is the level of service quality provided by PT Telkom Witel according to the perception of B2B customers?
2. How do B2B customers assess the quality of service and evaluate their awareness, satisfaction, and loyalty?

1.4 Purpose of Internship

The implementation of this internship activity has several objectives, including the following:

1. Knowing how service quality affects customer satisfaction and loyalty in Indihome service sales,
2. Complete the study with the final internship assignment,

3. It is a means for students to prepare themselves to enter the working environment after graduating from Universitas Islam Indonesia.

1.5 Benefits of Internship

The implementation of this internship program has several advantages that are beneficial to various related parties, including the following:

1.5.1 Benefits for Students

1. Enhance student understanding by applying concepts learned in the classroom to the actual working environment,
2. Train skills in problem-solving,
3. Understand the professional attitudes needed in the working environment.

1.5.2 Benefits for University

1. Empowering students to help solve problems faced by companies, according to the abilities of the students concerned,
2. As a means of providing opportunities for students to plunge directly into the working environment,
3. Can test the student's ability to apply theory in the practical field.

1.5.3 Benefit for Institution

1. As a channel to bridge the cooperative relationship between companies and educational institutions in the future, especially in terms of recruitment,
2. Students who participate in practical work will provide additional work assistance to the company,

3. It is a way of community service to educate the nation's next generation, especially in education.

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Business to Business (B2B)

Umar et al. (2016) found that Business-to-business (B2B) is a transaction conducted electronically or physically between one business entity and another. B2B sells products or services the business provides and uses by other businesses instead of customers. According to Chang (2014), Business-to-business deals with fewer customers using information systems/information technology (IS/IT) infrastructure and relationship management. Umar et al. (2016) in Putri and Surianto (2022) found that B2B is the sale of products or services the business provides and is intended for other businesses, not customers. According to Puspawati (2018), B2B combines the most common ways of trading labor and products to create different labor and products. B2B is any association or organization that produces labor and products and then sells them to organizations or corporate customers. Retailers lease them for personal use or sell them to customers.

Wirtz and Kowalkowski (2022) found that B2B services in general and knowledge and technology-intensive business services in particular (for example, consulting, IT, logistics, and operational services) are some of the fastest-growing segments in the world economy. Mourtzis et al. (2020) demonstrated that the globalization of economic activity and the emergence of the internet have actively

contributed to introducing B2B models known as online B2B marketplaces or e-marketplaces that promote marketing relationships between buyers and sellers.

2.1.2 SERVQUAL

Ravichandran et al. (2010) found that SERVQUAL is a model based on the difference between consumer perceptions of the services they receive and their expectations. This model has been widely adopted to understand how consumers assess the quality of service provided by a company or organization. Parasuraman et al. (1988) demonstrated that SERVQUAL is a concise and reliable measurement tool with good validity, designed to help retailers understand service expectations and customer perceptions. This tool helps improve the quality of service provided. SERVQUAL is most effective when used periodically to monitor service quality trends and is particularly useful when combined with other methods of service quality measurement. This tool measures a company's quality across five service dimensions, tangibility, reliability, responsiveness, assurance, and empathy, by averaging the difference scores on the items that make up each. The SERVQUAL model compares customer's perceptions with their expectations to assess the quality of service provided.

Al Bassam and Al Shawi (2011) found that since SERVQUAL is designed to measure the core constructs in the service quality model and has great potential for widespread use, its measurement properties should be carefully examined. The SERVQUAL model has been studied, researched, and discussed theoretically and empirically in various academic studies. In addition, this model has been implemented to measure and assess service quality in various service environments,

including commercial and non-profit industries. Parasuraman et al. (1985) demonstrated that service quality evaluation that emphasizes the disconfirmation model sees service quality as the result of a mismatch between performance and expectations. Organizations not only need empirical data to understand the level of customer satisfaction but should also consider ways to incorporate these service quality concepts in improving tourist satisfaction. Nowadays, the service industry is playing an increasingly important role in various countries' markets. SERVQUAL is designed to assess service quality based on customer perceptions, with customer expectations measured through an overall service quality evaluation.

2.1.3 Service Quality

Rusmahafi and Wulandari (2020) found that service quality is a product or service's overall characteristics and properties in satisfying needs. Ahmed et al. (2018) in Risnawati et al. (2019) showed that service quality refers to the ability to adjust the wishes or needs of the recipient (community) to the services provided by the service provider by the regulations determined by the five dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Limna and Kraiwanit (2022) demonstrated that customer expectations are a basis for evaluating service quality. Quality is high when performance exceeds expectations and low when performance does not match expectations.

Jacksen et al. (2021) showed that service quality is closely related to customer satisfaction. Service quality encourages customers to establish a strong relationship with the company. In the long run, this allows the company to understand customer expectations and needs thoroughly. Meanwhile, according to

some other experts, it is the opposite. Parasuraman et al. (1988) in Hong and Kim (2020) found that service quality is a consumer's assessment of the overall perceived service excellence and can be defined as a psychological evaluation rather than objective quality and an assessment made in consumer perceptions. Othman et al. (2020) in Ali et al. (2021) demonstrated that the gap between expected and perceived services provides service quality ratings. Service quality will lead to guest satisfaction; therefore, implementing a successful service quality strategy will be needed. Dam and Dam (2021) found that service quality has received increasing attention from experts in the service marketing literature. According to Parasuraman et al. (1988) in Tešić (2020), the SERVQUAL model compares consumer perceptions with their expectations. This model has five dimensions of service quality to measure service quality: tangible, reliability, responsiveness, assurance, and empathy.

Man et al. (2019) showed that the tangible dimension is a facility used to create and complete the work of an organization. Customer appearance and supporting equipment employees can make a memorable impression on customers. Consumers also have a pleasant experience when they use services made by the company. Therefore, visible elements are part of improving employee expertise to meet customer needs quickly. Customer service will get better along with good tangible quality.

Zygiaris et al. (2022) showed that reliability in the Saudi car care industry is related to accountability and quality, playing an essential role in shaping clients' perspectives on services. Factors such as service consistency, timeliness, clear

communication, and staff skills and competence play an essential role in supporting the basis for building customer trust. Companies can strengthen customer perceptions of service quality by ensuring that services are delivered consistently and on time, coupled with transparent communication and well-trained staff. This reliability ultimately becomes a critical element of increasing customer satisfaction and loyalty.

Balinado et al. (2021) showed that responsiveness in an organization is reflected in their ability to act on time and convey relevant information according to the needs of each consumer. The accuracy of the response can be assessed positively by consumers, who will build employee capabilities by providing services. Employee motivation to solve customer problems when using services positively impacts customer satisfaction, which can strengthen relationships and trust between customers and companies.

Chiang and Trimi (2020) found that assurance is a service to perform tasks with expertise, courtesy, and trust. This gives customers confidence that service delivery representatives will carry out their duties professionally and ethically to create word-of-mouth activities, especially in the financial institutions segment. Akdere et al. (2020) showed that assurance can be associated with employee knowledge and politeness to increase customer trust. Assurance is the highest in providing an impact on perceived service quality.

Pelau et al. (2021) showed that empathy is a combination of emotional reactions and cognitive understanding of the experiences and feelings of others.

Empathy has emotional and cognitive components. The emotional component refers to feelings of care and concern for others and all emotional experiences. The cognitive component is one's ability to understand the feelings and emotions of others. Empathy is a crucial element in relationship marketing and the service industry. Empathy is an important intermediary between the quality of interactions and customer emotional connections.

2.1.4 Customer Satisfaction

Hamzah and Shamsudin (2020) found that customer satisfaction shows how well the product usage experience compares to the buyer's value expectations. Meanwhile, according to several other experts, it is the opposite. Putri and Sarwoko (2022) found that the biggest challenge for service industry companies is providing and maintaining customer satisfaction. The position of customer satisfaction is to be at a level where the estimated product performance matches the buyer's expectations.

Meliyanih et al. (2021) demonstrated that customer satisfaction indicators are conformity with expectations and reality, interest in revisiting, and willingness to recommend. Bayat and Uyar (2020) found that customers are the focal point of all activities carried out by business people. The main reason is that every product, service, or idea must satisfy customer needs. As a concept, customer service has various dimensions of its own. Customers have various perceptions of a business in various aspects of customer service, such as competence, responsiveness, reliability, and honesty. Customers express their satisfaction by evaluating the company's services through these perceptions.

Deyalage and Kulathunga (2019) found that which define customer satisfaction as "consumer satisfaction response". This is an assessment related to the functionality of the product/service or an assessment that the product or service provides (or is providing) a pleasant level of consumption-related satisfaction. Meanwhile, Majeed et al. (2022) showed that customer satisfaction is the sum of perceptions, evaluations, and psychological reactions of customers to product or service experiences, so it is considered subjective because consumers who use or consume a product are the only ones who can measure satisfaction with the product. According to Firdaus (2020), customer satisfaction is the customer's response to the customer's perceived evaluation of the difference between the initial expectations before purchase (or other performance criteria) and the actual performance after purchase or use of the product in question.

Zygiaris et al. (2022) showed that customer satisfaction refers to the level of fulfillment expressed by each customer after the service purchase process. Customer satisfaction is essential for every company because it directly impacts customer retention. Meanwhile, Sanny et al. (2020) demonstrated that customer satisfaction is defined as a good consumer feeling resulting from the merchant against the performance of a product or service that matches his expectations. To be precise, satisfaction is a positive sensation created in a person after using a particular product. Tien (2023) found that customer satisfaction is essential for every business in developing markets and improving service and product quality. Rizan et al. (2020) showed that satisfaction is a description of customer feelings, whether customers feel disappointed or happy by using the products or services

offered by a company. This means that customers will compare the perception of what they expect with what they receive in the form of a product or service performance. Li et al. (2021) demonstrated that customer satisfaction is abstract and has a vague idea. The natural display of each customer's happiness differs from product to product and service to service.

2.1.5 Brand Awareness

Bernarto et al. (2020) showed that brand awareness is an asset that can influence consumer perceptions, preferences, and even behavior. This will impact purchasing decisions for brands that will increase loyalty. Brand awareness is needed to develop brand equity, which refers to how consumers can identify a brand. Ramadhan et al. (2020) explained that brand awareness is the ability of consumers to recognize and remember brands in several different situations. Brand awareness consists of two dimensions, namely brand recognition and brand recall.

Chun et al. (2020) showed that brand recognition is the first and most important attribute for consumer brands. Brand recognition is the ability of every potential customer to recall a brand in a particular product group (brand awareness) or to recall specific information stored in their memory. Brand recognition creates a product image, increases familiarity and liking for the product, fosters trust in the company, and makes certain products a consideration when making purchases. Therefore, brand recognition can create trust in companies, products, and services, positively impacting purchasing behavior.

Gesmundo et al. (2022) showed that brand recall is one of the two methods that customers can use to re-identify brands in a particular category, which is the ability of customers to remember brands through memory when given a specific product category. It is based on information that can be retrieved in the customer's memory. In marketing, brand recall is essential because it facilitates audience communication. Brand recall refers to the ability of customers to identify brands from memory based on product categories, needs that are met, and the level of purchase or use that is appropriate to the situation. This can also be called a brand success.

According to Eslami (2020), brand awareness means the ability of customers to distinguish or remember certain brands in a product category. Customers' perceptions and attitudes can be influenced by brand awareness, which will ultimately affect their decision to buy a particular product and effectively foster customer loyalty to the brand. Boonsiritomachai & Sud-On (2020) in Du et al. (2022) showed that brand awareness is a crucial business tool that influences customer attitudes and choices toward a brand. It can refer to the strength of the customer's mind about the brand's presence. Brand awareness is widely used to predict individual behavior in various information systems, such as business-to-business (B2B) marketing, online social networks, customer reviews, and blog recommendations. Brand awareness can increase customers' ability to identify and recall brands when a cue is presented. Brand awareness is an essential element in communication.

Okocha and Emezue (2021) found that customers' ability to recognize and remember brands is reflected in their ability to identify brands in various situations and associate names, logos, symbols, and other elements with specific associations in their memories. When potential consumers can remember and distinguish brands in a company's product category, this can be called brand awareness. In Enugu State, Nigeria, the manufacturing process is greatly influenced by brand awareness.

2.1.6 Customer Loyalty

Dam and Dam (2021) found that customer loyalty is defined as the strength of the relationship between the client's relative attitude and the repurchase trade. Customer loyalty is also described as a strong ongoing commitment to buy back or support products/services that customers are consistently interested in in the future, thus creating repeated purchases of the same product/brand. Kanyama et al. (2022) showed that customer loyalty is related to positive attitudes toward a brand (attitudinal loyalty) and repeat purchase behavior (behavioral loyalty) toward service providers. Kim et al. (2004) demonstrate the importance of customer loyalty, which is closely related to the survival of a business and the influence of future growth. According to Djeucga (2021), customer loyalty is seen when someone buys a specific product continuously. However, loyalty can take many forms. Some argue that customer loyalty occurs when a customer only buys from a particular brand. According to Phyu (2019), customer loyalty can be defined as a solid and unwavering dedication to a particular product or brand, the extent to which customers plan to continue making regular product purchases despite competing choices and marketing incentives.

Ing et al. (2020) showed that an indicator of behavioral loyalty is known as repurchase intention. This is defined as the tendency of consumers to return to buy goods or services from the same provider. This study shows that customer satisfaction has a more substantial influence on behavioral loyalty. If customers are satisfied with their experience, they will tend to make repeat purchases from the same provider in the future. This condition will show that customer satisfaction is critical to driving behavioral loyalty.

Dandis and Wright (2020) found that attitudinal loyalty describes the level of client commitment to a particular product, which reflects the customer's mind. This attitude can be measured by asking clients how satisfied they feel in subscribing to a particular brand, their commitment, and their desire to recommend it to others. Thus, attitudinal loyalty reflects the level of support a client has for a product that shows an emotional connection and strong belief in a product or service.

Lubis et al. (2021) demonstrated that customer loyalty is one of the critical concepts in controlling a relationship with customers. Loyal consumers are significant for companies to survive. Customer loyalty can encourage an action that includes customer intentions to support, spread positive information, maintain the company's reputation, and strengthen the company's image. Some experts state that customer loyalty is a prerequisite for promoting a viable business market sector. Most customer loyalty antecedents and outcomes are based on producer and supplier relationships. Mbango and Makhubela (2019) found that customer loyalty is related to maintaining positive relationships between businesses and customers

through consistent purchases. Fida et al. (2020) showed that repurchase behavior is an experience that customers experience while using products and services from providers. The use of loyalty strategies has proven effective in increasing customer retention and can reduce marketing costs.

Sleimi et al. (2020) demonstrated that customer loyalty impacts the importance of the relationship between repeat transactions and one's attitude. Customer loyalty is obtained through excellent and thorough decision returns. Customer loyalty is a form of attitude toward customer satisfaction. Surahman et al. (2020) showed that customer loyalty is an essential component of business, and the behavioural intention of buyers to maintain relationships with service providers is known as customer loyalty. Customer loyalty is the most significant factor affecting a company's profitability and success. Because loyal customers tend to be less price sensitive and tend to repurchase the company's goods, companies become more attractive to their loyal customers. According to Budianto (2019), customer loyalty tends to be stronger among customers who use services than customers who buy physical products. Therefore, intangible attributes such as reliability and trust are crucial in building and maintaining customer loyalty in the service industry.

2.2 Previous Research

Previous research can be one of the references for writing this final project. Previous research can also enrich the theory used in reviewing the writing of the final project. Previous research conducted by Huang et al. (2019) entitled "The Influence of Service Quality on Customer Satisfaction and Loyalty in B2B Technology Service Industry" has the aim of knowing how service quality and

brand awareness affect customer satisfaction and loyalty in the business-to-business (B2B) technology service industry. This study was conducted on 373 customers in the company's customer database in Taiwan, where the inclusion criterion was that the customers purchased more than NTD 10,000 per year. Using a quantitative approach, multiple regression analysis was performed on the data to verify the proposed hypotheses. The SERVQUAL PZB customer satisfaction and loyalty method was used to design questionnaires and collect customer data to uncover customers' perceptions of post-purchase service quality, brand awareness, satisfaction, and loyalty levels.

The results show that service quality has a positive impact on customer satisfaction, customer satisfaction has a positive impact on customer loyalty, and brand awareness has a positive impact on the relationship between service quality and customer satisfaction. The four related factors provide empirical support for various theories and provide insights to managers of companies in the B2B technology services industry that can be used to improve customer satisfaction through service quality improvement measures. The above research explains the factors influencing customer satisfaction and loyalty in the business-to-business (B2B) technology service industry. The difference between this research and previous research made by Huang et al. (2019) is in terms of the location of the research site; this study examines how service quality and brand awareness affect customer satisfaction and loyalty at PT Telkom Indonesia, which was conducted at the Yogyakarta Branch, Witel Office. Previous research examines how service quality and brand awareness affect customer satisfaction and loyalty at the

Calibration Laboratory in Taiwan. Furthermore, in terms of approach, this research uses a qualitative approach with the content analysis method. In contrast, Huang et al. (2019) research uses a quantitative approach with multiple regression analysis. The equation of this research with research conducted by Huang et al. (2019) uses the same variables: service quality, customer satisfaction, brand awareness, and customer loyalty.

2.3 Framework

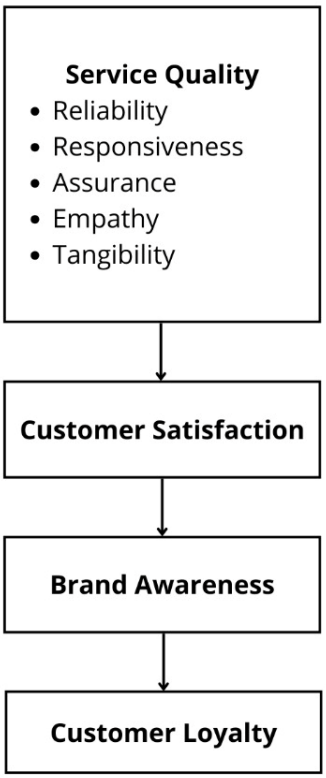


Figure 1. Framework

This report will explain the indications of service quality, customer satisfaction, and loyalty in B2B sales of IndiHome services of PT Telkom Indonesia Witel Yogyakarta.

CHAPTER III

METHODOLOGY

3.1 Research Approach

The researcher used a qualitative method to obtain the necessary data to compile this research. Ardiansyah et al. (2023) showed that qualitative research is a research approach that intends to describe and interpret a social phenomenon comprehensively through the background, experience, and perspective of each individual involved in the phenomenon. While other experts say otherwise. According to Nassaji (2020), qualitative research is data collected through qualitative data collection tools such as interviews, observations, journals, etc. In qualitative research on qualitative methods, data is analyzed with a descriptive approach and does not rely on statistical methods. Hanyfah et al. (2022) demonstrated that descriptive qualitative research is used to interpret existing research, not to manipulate the data of the variables studied through direct interviews.

3.2 Unit Analysis

In this study, the unit of analysis used is B2B customers who use IndiHome services. This is because it is the topic of the proposal to be discussed and studied, namely a survey of the level of quality, satisfaction, and loyalty provided by PT Telkom Witel according to the perceptions of B2B customers.

3.3 Data Type and Source

The researcher uses primary data sources to examine the survey results on the quality, satisfaction, and loyalty of B2B customers at PT Telkom Witel Yogyakarta. Primary data sources are obtained through interviews and observations with B2B customers using IndiHome services.

3.4 Data Collection Method

The researcher used the conventional method to collect and analyze data in this study. Hitchings and Latham (2020) found that the conventional method in qualitative research refers to established practices and standards for conducting and describing research. Convention methods can assist researchers in conducting interviews, collecting data, and presenting results to ensure research meets recognized standards and increases credibility, resulting in research that is methodological and useful to their field. In this study, the sampling conducted by the researcher was not a customer served by the researcher during the internship period because this research was conducted after the internship period ended. The researcher acts as an interviewer and involves B2B customers of IndiHome services. The interviewees have three different backgrounds: FNB, Fashion, and Company Consultant. There are several ways that writers collect data to analyze how service quality and brand awareness affect customer satisfaction and loyalty in the business-to-business (B2B) technology service industry at PT Telkom Witel Yogyakarta:

1. Interview

Yuhana and Aminy (2019) found that an interview is a conversation between two or more people conducted by an interviewer and a source. It is also said that the definition of an interview is a form of verbal communication carried out in a structured manner between two or more people, either directly or remotely. In this research, the researcher is the interviewer, and the B2B customer of IndiHome service is the interviewee. The researcher conducts interviews with B2B customers of IndiHome services, which can be used to analyze the effect of service quality on customer satisfaction and loyalty in B2B sales of IndiHome services.

2. Interview Question List

Interviews are one of the methods used by the researcher to obtain primary data on B2B customers loyal to IndiHome services. The researcher interviews parties who have a relationship with the business entity. Huang et al. (2019) show that the following is a list of questions used to conduct interviews:

- **Service Quality**

  Reliability:

  1. Can Indihome's customer commitment service be completed on time?
  2. When you experience difficulties, will Indihome assist you?
  3. Does Indihome provide services that customers can trust?
  4. Is Indihome able to provide the services you need on time?
  5. Does Indihome keep customer service records?

Responsiveness:

1. If Indihome has a new service, will Indihome take the initiative to inform you?
2. When you need service support, Indihome will quickly provide services to you.
3. Will Indihome's service personnel assist you?
4. Are Indihome service personnel often too busy and unable to immediately serve your needs?

Assurance:

1. When does Indihome provide services that will make you feel trusted?
2. When Indihome provides services that will make you feel safe?
3. When Indihome provides services that will make you feel comfortable?
4. Do Indihome service personnel always provide good service to you?

Empathy:

1. Indihome will not give you individualized care.
2. Indihome service staff will not give you individualized care.
3. Do you not expect Indihome staff to understand your needs?
4. Does Indihome not make your interests a top priority?
5. Are Indihome's service schedules unable to match your needs fully?

Tangibility

1. Does Indihome have modern service facilities?
2. Indihome's services and facilities are very attractive.
3. Do the service staff have clean clothes and appearance?
4. Do Indihome facilities and services provide complement each other?

Brand Awareness

Brand Recognition

1. Among the many internet services available, if compared, would you prioritize and consider using Indihome services?
2. Are there more Indihome service offices than other services?
3. Is Indihome's service share larger than other services?
4. Are you familiar with the Indihome service?

Brand Recall

1. If you think about internet services, you will first think about Indihome services because the name of Indihome service is easy to remember.

Customer Satisfaction

1. Does the stable Internet service offered by Indihome allow you to feel satisfied?
2. Does the efficiency of Indihome's internal operations make you feel satisfied?
3. Does the Indihome service system make you feel satisfied?

4. Does the attitude of the Indihome service staff make you feel satisfied?
5. Does the professional knowledge and ability of Indihome service staff make you feel satisfied?
6. Overall, does the Indihome service satisfy you?

Customer Loyalty

Attitudinal loyalty:

1. Would you like to support Indihome services again?
2. Would you use Indihome as another business-related service?
3. Will you continue to visit Indihome services?

Behavioral Loyalty:

1. Although the cost of the Indihome internet service is higher, are you still willing to continue using the internet service option on Indihome?
2. Are you a loyal customer of Indihome internet service?
3. Would you recommend Indihome services to your friends?
4. Is Indihome the best internet service of your choice?

3. Observation

According to Listiawan (2016), observation is a method of collecting information materials by systematically observing and recording phenomena. This is done to find information and achieve a goal. The researcher makes direct observations in the field to get the information needed to analyze the effect of

service quality on customer satisfaction and loyalty in B2B sales of IndiHome services.

4. Documentation

The researcher documented each data collection and analysis of relevant documents such as videos, interview transcripts, and reports. Using varied data sources provided the researcher with more in-depth and comprehensive information that could be used for data triangulation to ensure the research findings were valid and reliable.

3.5 Validity and Reliability Test

3.5.1 Validity Data

To obtain a high level of trust or credibility by the facts in the field, this question used preview research by Huang et al. (2019), which has been obtained through verification and approval provided by the content advisor and the researcher 's supervisor during the internship. This ensured that the data collection and analysis procedures were by proper methodological standards.

3.5.2 Reliability Data

Data reliability in this qualitative research uses detailed protocols. According to Mueller (2000), detailed protocols describe how to conduct each type of field measurement and related data analysis to ensure data quality and consistency. The application of thorough and systematic procedures, including conducting interviews by compiling a list of questions or topics to be discussed and determining the location, time, and duration when conducting interviews. This can influence consistent results to reduce bias and ensure the validity of the information

collected. This process was reinforced by direct meetings between researchers and interviewees to ensure consistency in data interpretation. In addition, the researcher conducted detailed documentation, such as recording during the interview process, taking interview notes, and applying a systematically structured content analysis method to identify and categorize patterns in the interview transcripts, thus ensuring the reliability of the research findings.

3.6 Analysis Method

The researcher used the content analysis method to identify patterns in the interview transcripts. Through this approach, the researcher will be able to recognize and categorize the various topics of answers that are repeated in the discussion during the interview, both explicitly and implicitly. This process can help gain a better understanding of the participants' perspectives and experiences; this process will impact a better understanding of the subject being researched. Therefore, the content analysis technique is useful for interpreting qualitative data objectively and systematically. According to Stemler (2001), content analysis is an effective tool for identifying researcher ship. Content analysis is also useful for examining patterns and trends within each document. Content analysis also provides an empirical basis for observing changes in public opinion. Meanwhile, according to Stemler (2015), Numerous data sources, such as textual data, visual stimuli (such as images or videos), and audio data, can be employed with content analysis. This method is also enough versatile because it can be applied theoretically or empirically.

CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

This section explores the research findings, including data collection and analysis of conclusions, which are then carefully synthesized to reveal significant meanings. Furthermore, the data collection process was conducted through direct observation and insightful interviews. In this study, the researcher s used the triangulation method to use the diversity of respondents' profile backgrounds to enrich and validate the research results. According to Bryman (2004), triangulation is closely related to measurement practices in social and behavioral research that require data collection through several sampling strategies so that data intersect at different times and social situations. This research involved respondents from three different fields, and the aim was to gain a more holistic and in-depth understanding of the phenomenon under study. The data triangulation of this research is to collect data from respondents with different backgrounds, namely FNB, Fashion, and Company Consultant, to see the differences and similarities in their views on the research topic. By using the triangulation method from three different respondent profile backgrounds, this research can provide a broader and holistic view of the phenomenon under study and increase the accuracy and reliability of the findings.

4.1 Respondent Profile

Interview sessions (around 1 hour) with four respondents were conducted offline. These respondents have three different backgrounds: respondents from the FNB, Fashion, and Company Consultant industries.

Table 1. Respondents Profile

Participants	Gender	Position	Duration of Indihome Subscription (Year)
1	Male	Manager (Fashion)	7
2	Female	UMKM Owner (FNB)	2
3	Male	Area Manager (FNB)	3
4	Male	Managing Director (Company Consultant)	2

4.2 Result

4.2.1 Summary of the Interview

4.2.1.1 Service Quality (Reliability)

Some respondents stated that Indihome's customer commitment service can be completed on time. Respondents 1 and 3 expressed their opinions. The following are their responses.

Respondent 1 Indihome's customer commitment service is good in completing services on time.

Respondent 3	Indihome service customer commitment can complete the service on time.

Some respondents also stated that Indihome's customer commitment service was not fully able to serve customers on time, and several factors hindered its ability to serve customers. The following are their responses.

Respondent 2	Indihome customer commitment services often require a response that takes a long time and can even take days.
Respondent 4	Unable to complete services on time due to long response times.

Most respondents stated that Indihome can assist each customer when they face difficulties or obstacles. Respondents 1, 3, and 4 expressed their opinions. The following are their responses.

Respondent 1	The difficulty level is lower now than in the past because there is now a My Indihome application.
Respondent 3	Indihome can assist each of its customers well enough.
Respondent 4	For all complaints or difficulties, Indihome can help solve an obstacle.

One respondent mentioned that Indihome can assist customers less when they have difficulties. Respondent 2 expressed his opinion. The following is his response.

Respondent 2	The service provided is still unsatisfactory because it takes a long time to get a response and assistance service.

Most respondents revealed that Indihome can provide services that customers can trust. The following are their responses.

Respondent 1	After seven years of using this service, I feel confident with the services provided by Indihome.
Respondent 2	The number of people who use this service makes me think that the services provided by Indihome are trustworthy.
Respondent 3	This service's commitment to each customer can be held so that I feel trust.

One respondent said that Indihome Services cannot provide services that customers can trust because several factors cause customers to lose their trust. The following is their response.

Respondent 4	From my experience using this service, it seems difficult to be trusted because of its long response time.

Most respondents revealed that Indihome can provide the services needed on time. The following are their responses.

Respondent 1	Indihome services can solve problems on time.
Respondent 3	Enough capable, when we have problems Indihome service can assist on time
Respondent 4	It should be perfectly capable of providing this service.

One of the respondents stated that Indihome was not able to provide the required services on time and explained some of the factors that were influencing it. The following are their responses.

Respondent 2	Indihome is not satisfactory in providing the required services on time when viewed from a timeliness perspective because customers have to wait a long time to get responses and assistance.

All respondents revealed that Indihome always keeps customer service. Here are their responses.

Respondent 1	All respondents revealed that Indihome always keeps customer service. Here are their responses.
Respondent 2	Every company must have customer records, including those of Indihome.

Respondent 3	Indihome keeps customer service records, such as customer complaints and invoices in an email.
Respondent 4	Every company must keep customer service records such as customer account management, payment processing, and service scheduling or maintenance.

4.2.1.2 Responsiveness

All respondents stated that Indihome always takes the initiative to provide each customer with the latest information. The respondents expressed their responses as follows.

Respondent 1	Indihome always provides the latest information about every service and promotion.
Respondent 2	Indihome often provides information via email or WhatsApp messages.
Respondent 3	Keep us informed of the latest services and promos available.
Respondent 4	Inform the latest packages and ongoing promotions.

Most respondents revealed that Indihome will quickly provide services to each customer.

Respondent 1	Indihome Services provides fast and precise services.

Respondent 2	Indihome's responsiveness service is generally good enough.
Respondent 3	Fast enough to provide service support to its customers.

On the other hand, respondent 4 revealed that Indihome provides a fairly long service. The following is his explanation.

Respondent 4	Customers often wait a long time for a response to their complaints.

All respondents stated that every Indihome service officer can assist customers well. The respondents expressed their responses as follows.

Respondent 1	Indihome service personnel are very competent in assisting.
Respondent 2	Indihome service staff are very responsive.
Respondent 3	Assist every customer quickly and responsively.
Respondent 4	Enough to assist and overcome obstacles well.

Respondents 1, 2, and 4 revealed that Indihome services are often busy and have a long response time. The following is an explanation from the respondents.

Respondent 1	Service is often busy, but it has been somewhat improved and satisfactory.

Respondent 2	The waiting time for technicians is very long, and you must follow up many times to get a quick response.
Respondent 4	Often too busy and unable to handle problems on time, according to complaints.

On the other hand, respondent 3 had a different response Indihome services are not often busy and always assist each customer. The following is an explanation from respondent 3.

Respondent 3	When busy, directions are usually given to contact other service personnel.

4.2.1.3 Assurance

Some respondents stated that Indihome can provide services that make customers feel confident. The following is an explanation from the respondents.

Respondent 1	The staff and technicians always provide good solutions to complaints so I feel confident.
Respondent 3	Providing good service and product quality makes me satisfied and confident with their services.

Some respondents also stated that Indihome could not provide services that made customers feel confident due to several factors. The following is an explanation from the respondents.

Respondent 2	I use this service only to support my business.

Respondent 4	Feeling doubtful because the implementation of reality is different from what was promised.

Indihome provides services that make customers feel safe. The respondents mentioned the following points.

Respondent 1	Indihome can solve problems in less than 24 hours, so I feel safe using this service.
Respondent 3	I feel safe using this service because Indihome always solves problems quickly.

Customers feel unsafe because Indihome services are difficult to contact, which is one of the threats. The respondents revealed several reasons for feeling insecure using this service, as follows.

Respondent 2	It does not make me feel safe because when I need help, I have to wait a long time for a response.
Respondent 4	I do not feel safe because Indihome is difficult to contact.

Some respondents claimed that Indihome provides services that make customers comfortable using the service. The following is the explanation given by the respondents.

Respondent 1	Indihome is fast and has a proper service, so I feel comfortable using it.

Respondent 3 Feel comfortable because Indihome prioritizes service quality, and Indihome can respond well to every customer problem.

On the other hand, respondents also felt that Indihome could not provide services that could make customers comfortable due to several factors. The respondents revealed the following explanations.

Respondent 2 I do not feel comfortable because the service provided by Indihome is less responsive and does not provide information about the technician's visit time.

Respondent 4 Indihome was difficult to contact and could not quickly provide feedback on what I complained about.

Most respondents stated that Indihome service officers always provide good service to each customer. The following are the responses.

Respondent 1 Always provide good service in line with existing SOPs.

Respondent 2 The service personnel are pretty standard.

Respondent 3 Service staff always provide the best service when handling customer complaints.

On the other hand, respondent 4 explained that some service officers are not good at handling customer complaints. The following respondents explained some of the reasons.

Respondent 4 Service personnel do not provide good service and are not responsive.

4.2.1.4 Empathy

All respondents stated that Indihome does not provide individualized service to each customer. The following is an explanation from the respondents.

Respondent 1	Follow the service packages provided by Indihome.
Respondent 2	Indihome doesn't provide services that match the specific preferences of my business needs.
Respondent 3	Indihome doesn't provide individualized services to us because we cannot request fully according to the preferences of our business needs.
Respondent 4	Not providing services according to preferences that are specific to my business needs.

Some respondents explained that Indihome service staff do not provide individualized care. The following are the statements submitted by the respondents.

Respondent 2	No, because this service does not provide services that are suitable and specific to my requirements on the amount of internet.
Respondent 3	Indihome does not support us because we subscribe to business needs, so Indihome only provides business maintenance.

Respondent 4	It does not provide individual treatment because the services in Indihome align with the package and category.

One respondent gave a different answer, and the following is an explanation from respondent 1.

Respondent 1	Indihome delivers individualized services because they must have targets to achieve.

All customers must be very hopeful with Indihome staff who can understand every customer's needs. The following is an explanation from the respondents.

Respondent 1	I hope that Indihome's services can fulfill my every need.
Respondent 2	I hope Indihome pays more attention to each customer.
Respondent 3	I would expect the staff to be able to understand every customer complaint.
Respondent 4	I would expect as a customer, we need a service that can understand the needs and problems faced by each customer.

Some respondents claimed that Indihome makes every customer's interest a top priority. The following is an explanation from respondents 1, 2, and 3.

Respondent 1	Indihome always makes every customer its top priority.

Respondent 2	It is enough to feel prioritized, but when the workload increases, I feel that the services provided take a long time.
Respondent 3	Indihome always prioritizes the needs of each of its customers.

On the other hand, Indihome does not make the interests of each customer a top priority. Respondent 4 explained that he felt less prioritized due to several factors. The following is an explanation from respondent 4.

Respondent 4	Indihome is often too busy to respond to my complaints, possibly due to the many queues.

All respondents mentioned that Indihome's service time couldn't fully match customer needs and several influencing factors. The following is an explanation from the respondents.

Respondent 1	Only in emergencies do I feel that the service takes longer.
Respondent 2	Sometimes, I need a quick response from CS when I need maintenance, but I usually have to wait until tomorrow.
Respondent 3	We cannot directly get technicians to handle customer complaints quickly.
Respondent 4	Limited office time and many queues can make it difficult to solve problems simultaneously.

4.2.1.5 Tangibility

All respondents explained that Indihome already has modern service facilities. The following is an explanation from the respondents.

Respondent 1	Since they are state-owned enterprises, their position will be superior to other companies in providing services.
Respondent 2	The facilities are modern.
Respondent 3	Modern enough for an office in Kota Baru.
Respondent 4	Modern enough.

Some respondents mentioned that Indihome services and facilities are attractive due to several factors influencing them. The following are responses from respondents 1 and 3.

Respondent 1	Indihome services are quite interesting because services and facilities can be accessed through the My Indihome application.
Respondent 3	The services and facilities provided to customers are already interesting enough because now we don't need to come directly to the office to get services.

On the other hand, respondents also felt that services and facilities were less interesting. This will impact the growth of this business because customers feel less comfortable when they need services. The following is an explanation from respondents 2 and 4.

Respondent 2	It is not very interesting, so I turned away from Indihome. Other than that, the parking lot is also not spacious enough.
Respondent 4	I feel it's less interesting because the internet network is often weak.

All respondents mentioned that Indihome service staff have clean clothes and appearance. The following is an expression of their opinion.

Respondent 1	All staff have a clean, well-dressed, and respectful look.
Respondent 2	The service staff wear uniforms so it can be said that they have a good appearance.
Respondent 3	Indihome staff have clean and well-dressed clothes.
Respondent 4	The appearance is quite neat and clean.

Indihome's facilities and services have been highlighted as a strength of this business as they already provide facilities and services that complement each other, as respondents 1, 2, and 3 mentioned.

Respondent 1	The services provided complement each other, and their facilities are complete to support customer needs.
Respondent 2	The Wi-Fi and TV services may be enough to complement each other.
Respondent 3	It is also still lacking if it is said to be complete, but it is enough to complement each other.

On the other hand, respondent 4 expressed a different response, saying that Indihome's facilities and services do not complement each other. Respondent 4 explained several factors that make these services not complementary.

Respondent 4	There is not enough complementarity between each other due to limited human resources, resulting in a disconnect between the facilities and services provided.

4.2.1.6 Brand Recognition

Some respondents will still prioritize and consider continuing to use Indihome services based on several factors. Respondents 1 and 3 explained the following.

Respondent 1	I feel more comfortable using Indihome services than others, so I plan to use Indihome services again.
Respondent 3	As long as our communication and relationship are well established, we will prioritize continuing to use Indihome services.

On the other hand, some respondents mentioned that they would not consider using Indihome services for several reasons that made customers feel untrustworthy. The following is an explanation from the respondents.

Respondent 2	For now, I probably will not consider using this service because when I use other providers, I get more adequate services and facilities than this service.

Respondent 4	I wouldn't have considered this service because I learned from experience, so it's hard to trust it.

All respondents explained that Indihome service offices are more numerous than other services, making it easier to visit the service offices.

Respondent 1	Indihome service offices are more numerous than other providers, so visiting is easier.
Respondent 2	There are more offices because this service is more familiar to the community.
Respondent 3	Everyone is familiar with Indihome services, and the office is easy to find.
Respondent 4	Indihome is familiar enough to have more offices than other services.

Most respondents claimed that Indihome's service share is bigger than that of other services. The following are their responses.

Respondent 1	When compared to other services, Indihome's share is bigger.
Respondent 2	Indihome has greater coverage but seems to be about the same as other providers.
Respondent 3	Indihome's service share is larger, and Indihome has a wider reach.
Respondent 4	Indihome's service coverage is greater than that of other services.

Indihome services are familiar to the public, and this has been highlighted as a business strength in the telecommunications industry. The following is an explanation from the respondents.

Respondent 1	I am familiar with this service because I've been subscribing for seven years.
Respondent 2	Familiarity with this service
Respondent 3	Everyone is familiar with the Indihome service.
Respondent 4	Familiar with the internet service provided by Indihome.

4.2.1.7 Brand Recall

Some respondents mentioned that when they think about internet services, they will remember Indihome services because the name is easy to remember and familiar to the community. The following is an explanation from respondents 1 and 3.

Respondent 1	Indihome is attached to Telkom, so we assume that Indihome is the best service, especially regarding the Internet.
Respondent 3	Indihome's services can be said to be better known by the public.

On the other hand, respondents 2 and 4 gave different responses and provided several influencing factors. The following is an explanation from the respondents.

Respondent 2	This service is more negative because of the frequent signal loss and the long time it takes to handle customer complaints.
Respondent 4	Currently, Indihome is no longer at the top of my mind because handling customer complaints takes a long time.

4.2.1.8 Customer Satisfaction

Each customer has highlighted customer satisfaction with the quality of stable internet service provided by Indihome. The following is an explanation from respondents 1, 3, and 4.

Respondent 1	With the business service package I use, the internet service package provided by Indihome is relatively stable.
Respondent 3	The quality of internet service is relatively stable and suitable for our operational needs.
Respondent 4	The internet service provided has achieved a satisfactory level of stability.

On the other hand, respondent 2 explained that the quality of internet services provided by Indihome is often interrupted. The following is a response from respondent 2.

Respondent 2 The internet network provided by Indihome is often disconnected, which causes the internet quality to be unstable.

All respondents highlighted that the efficiency of the internal operations of Indihome is enough to satisfy customers with the performance of this service provider. The following are responses and suggestions from respondents.

Respondent 1 Satisfied with the efficiency as it makes operations easier and smoother.

Respondent 2 It is good enough, but it would be better if the efficiency of internal operations in this service were further improved.

Respondent 3 It satisfies me, but it would be even better if it has improved.

Respondent 4 It's enough to satisfy me, but it would be much better if further improved.

Most respondents mentioned that the Indihome service system was quite satisfying for customers. The following are responses from respondents.

Respondent 1 I am satisfied, especially with the app and web service system.

Respondent 2	I am relatively satisfied with the service provided by Indihome, but if my needs increase, this service may still be lacking.
Respondent 3	It's enough to feel satisfied.
Respondent 4	It's enough to make me feel satisfied with the service provided.

The behavior and responsiveness of Indihome service staff will be able to affect the satisfaction of each consumer with the services provided by Indihome staff. The following are responses from each respondent.

Respondent 1	So far, I feel that the attitude of Indihome service staff is good enough, and I feel satisfied with the services provided.
Respondent 2	Satisfied enough. Indihome service staff always provide a good attitude when I need help.
Respondent 3	I am satisfied with the attitude of the Indihome service staff for helping us handle the problems we complained about.
Respondent 4	It is enough for technicians who come directly to the field to satisfy me.

Respondents have highlighted the ability and knowledge of Indihome service staff. This will affect each customer's experience and satisfaction with the services provided by Indihome. The following is an explanation from the respondents.

Respondent 1	So far, I am satisfied with the knowledge and professional skills of the Indihome service staff.
Respondent 2	The staff in the office are satisfied enough, but I would give higher marks to employees who come to the field.
Respondent 3	I feel satisfied when I complain about problems. Indihome staff always provide solutions, and the technicians are also skilled in handling problems in the field.
Respondent 4	I was satisfied that they could provide good and clear feedback about my obstacles.

Some respondents mentioned that from all aspects, the services provided by Indihome are enough to fulfill the expectations and needs of customers. The following are responses from respondents 1 and 3.

Respondent 1	If rated on a scale of 1-10, I would give this service a score of 9.
Respondent 3	I feel satisfied, but it would be better if further improved.

On the other hand, some respondents expressed that the services provided by Indihome don’t fulfill the expectations and needs of customers due to several factors that can hinder the growth of the telecommunications industry. The following is an explanation from respondents 2 and 4.

Respondent 2 It is disappointing that Indihome has not experienced much change yet. It would be better if Indihome strengthened its network or focused more on handling customer complaints.

Respondent 4 The quality of service provided often made me disappointed.

4.2.1.9 Attitudinal Loyalty

Most respondents prefer to be able to use or support the services provided by Indihome based on several factors. The following is an explanation from respondents 1, 2, and 3.

Respondent 1 I plan to use the Indihome service again because the package price is now fairly competitive and has returned to normal.

Respondent 2 I will continue to support Indihome when they improve the response time.

Respondent 3 I will continue to support Indihome services if our communication and relationship are good.

On the other hand, respondent 4 explained that he had mixed feelings about continuing to support the Indihome service. The following are the reasons why they are hesitant to continue supporting this service.

Respondent 4 For now, I am unsure about continuing to support this service. I may support this service again if they can

quickly improve service quality in responding to customer complaints.

Most respondents said they would choose Indihome as a service provider for other business-related needs. This highlights that respondents will use Indihome services for other business services.

Respondent 1	I will use Indihome services to meet my business needs.
Respondent 3	Maybe I will use Indihome as our other business service.
Respondent 4	Maybe I will use Indihome as another business-related service that fits my needs.

On the other hand, respondent 2 explained that he would see how stable the network provided by Indihome Services is in an area. The following is an explanation of respondent 2.

Respondent 2	My decision to use Indihome's services depends on the strength of Indihome's network at my business location. If the network is inadequate, I will consider switching to another provider.

Some respondents desire to continue visiting this service due to several factors. The following are expressions from the respondents.

Respondent 1	I will visit this service if I need help.
Respondent 2	I will visit Indihome services when needed.

Respondent 3 I will visit Indihome service when there is an urgency and when we need service to handle our problems.

On the other hand, respondent 4 explained that he would not visit the Indihome service again due to several factors. The following is an explanation of respondent 4.

Respondent 4 Based on my experience, I was skeptical about continuing to visit this service because I found the Indihome service less responsive when I needed help.

4.2.1.10 Behavioral Loyalty

Even though the cost of Indihome internet services is higher, one respondent stated that he would continue to use the services provided by Indihome due to several influencing factors. The following is an explanation from respondent 1.

Respondent 1 For now, the price of Indihome services is stable, and I will continue to use this service for business needs because Indihome has good speed when using overseas servers.

On the other hand, most respondents would reconsider using this service if the Indihome service had higher internet costs. The following is an explanation from the respondents.

Respondent 2	If the price is higher, I do not think I will purchase it because it is for business needs, and I also have to factor in transportation costs.
Respondent 3	If the cost of services is higher, I think I will have to reconsider because this is for business needs, but if the cost is higher with better quality, maybe I will continue to use this service.
Respondent 4	Of course not. I would consider moving to another provider because price is still the main concern of a business.

Most respondents stated that the most important strength for customers to use the services provided by Indihome is comfort, which will help them remain loyal and enthusiastic about subscribing. The following is an explanation of the respondents.

Respondent 1	I have been a loyal Indihome customer since 2016; although I have used other services, I plan to return to using Indihome services.
Respondent 3	We are loyal customers because we have been using Indihome service for three years.
Respondent 4	I can say yes because I have used this service for two years.

On the other hand, one respondent mentioned that the limited quality of service and lack of responsiveness is one of the factors hindering business

growth in the telecommunications industry. The following is a response from respondent 2.

Respondent 2	Because I use another provider, I am not a loyal Indihome customer. I use other providers because other services can provide more responsive service quality.

All respondents mentioned that they are confident in recommending this service to others because they consider Indihome services reliable and provide positive experiences worth sharing with others. The following is an explanation from the respondents.

Respondent 1	I would recommend this service to friends and family according to their needs.
Respondent 2	I tend to be more objective because it suits my needs both in terms of price and quality.
Respondent 3	When my friends need this service, maybe I will recommend it.
Respondent 4	I will recommend it according to the needs of my friend.

Some respondents have highlighted a positive view of the internet services provided by Indihome. This will be a strength in the telecommunications industry. The following are the responses.

Respondent 1	So far, Indihome is the best internet service I have used.
Respondent 3	Indihome is good enough at providing internet services compared to other providers.

On the other hand, some respondents expressed that Indihome is not one of the best internet services because limited service quality and product quality are some of the factors that can hinder the business growth of this industry.

Respondent 2	It seems that it is still not good, but based on my experience in product and service quality, it would be better if it was improved again.
Respondent 4	As for the best internet service at the moment, I am still undecided.

4.3 Summarize Content Analysis

The respondents indicated that improved services, advanced technology, brand awareness, and customer satisfaction are opportunities in the industry. At the same time, responsiveness in customer service and product quality were highlighted by each interviewee as threats to the industry. Table 2 summarizes the content analysis based on the interviews.

Table 2. Content Analysis

Variable / Dimensions	Description	Answer of Respondent				Total	Total Average (%)
		R1	R2	R3	R4		
Service Quality							
Reliability	Can Indihome's customer commitment service be completed on time?	Y	N	Y	N	Y=50% N=50%	**75%**
	When you experience difficulties, will Indihome assist you?	Y	N	Y	Y	Y=75% N=25%	
	Does Indihome provide services that	Y	Y	Y	N	Y=75% N=25%	

	customers can trust?						
	Is Indihome able to provide the services you need on time?	Y	N	Y	Y	Y=75% N=25%	
	Does Indihome keep customer service records?	Y	Y	Y	Y	Y=100 %	
Responsiveness	If Indihome has a new service, will Indihome take the initiative to inform you?	Y	Y	Y	Y	Y=100 %	**87.5%**

	Indihome will quickly provide you with service support.	Y	Y	Y	N	Y=75% N=25%	
	Will Indihome's service personnel assist you?	Y	Y	Y	Y	Y=100 %	
	Are Indihome service personnel often too busy and unable to immediately serve your needs?	Y	Y	N	Y	Y=75% N=25%	
Assurance	When does Indihome provide	Y	N	Y	N	Y=50% N=50%	**56.25%**

	services that will make you feel trust?						
	When Indihome provides services that will make you feel safe?	Y	N	Y	N	Y=50% N=50%	
	When Indihome provides services that will make you feel comfortable?	Y	N	Y	N	Y=50% N=50%	
	Do Indihome service personnel always provide	Y	Y	Y	N	Y=75% N=25%	

	you with good service?						
Empathy	Indihome will not give you individualized care.	Y	Y	Y	Y	Y=100 %	**80%**
	Indihome service staff will not give you individualized care.	N	Y	Y	Y	Y=75% N=25%	
	Do you not expect Indihome staff to understand your needs?	N	N	N	N	N=100 %	
	Does Indihome not make your	N	N	N	Y	Y=25% N=75%	

	interests a top priority?						
	Are Indihome's service schedules unable to match your needs fully?	Y	Y	Y	Y	Y=100 %	
Tangibility	Does Indihome have modern service facilities?	Y	Y	Y	Y	Y=100 %	**81.25%**
	Are Indihome's services and facilities very attractive?	Y	N	Y	N	Y=50% N=50%	
	Does the service staff has clean	Y	Y	Y	Y	Y=100 %	

	clothes and appearance?						
	Do the facilities and services provided complement each other?	Y	Y	Y	N	Y=75% N=25%	
Brand Awareness							
Brand Recognition	Among the many internet services available, if compared, would you prioritize and consider using Indihome services?	Y	N	Y	N	Y=50% N=50%	**87.5%**

	Are there more Indihome service offices than other services?	Y	Y	Y	Y	Y=100 %	
	Is Indihome's service share larger than that of other services?	Y	Y	Y	Y	Y=100 %	
	Are you familiar with the Indihome service?	Y	Y	Y	Y	Y=100 %	
Brand Recall	If you think about internet services, you will first think about Indihome services because the	Y	N	Y	N	Y=50% N=50%	**50%**

	name of Indihome service is easy to remember.						
Customer Satisfaction	Does the stable Internet service offered by Indihome allow you to feel satisfied?	Y	N	Y	N	Y=50% N=50%	**87.5%**
	Does the efficiency of Indihome's internal operations make you feel satisfied?	Y	Y	Y	Y	Y=100 %	
	Does the Indihome service system	Y	Y	Y	Y	Y=100 %	

	make you feel satisfied?						
	Does the attitude of the Indihome service staff make you feel satisfied?	Y	Y	Y	Y	Y=100 %	
	Does the professional knowledge and ability of Indihome service staff make you feel satisfied?	Y	Y	Y	Y	Y=100 %	
	Overall, does the Indihome service satisfy you?	Y	N	Y	N	Y=50% N=50%	

Customer Loyalty							
Attitudinal Loyalty	Would you like to support Indihome services again?	Y	Y	Y	N	Y=75% N=25%	**75%**
	Would you use Indihome as another business-related service?	Y	N	Y	Y	Y=75% N=25%	
	Will you continue to visit Indihome services?	Y	Y	Y	N	Y=75% N=25%	
Behavioral Loyalty	Although the cost of the Indihome internet service is higher, are you still willing to	Y	N	N	N	Y=25% N=75%	**62.5%**

	continue using the Indihome internet service?						
	Are you a loyal customer of Indihome Internet service?	Y	N	Y	Y	Y=75% N=25%	
	Would you recommend Indihome services to your friends?	Y	Y	Y	Y	Y=100 %	
	Indihome is the best internet service of your choice.	Y	N	Y	N	Y=50% N=50%	

Reliability analysis with a total score of 75% found that Indihome provides timely service, responsive assistance to customer complaints, and consistent and reliable service with accurate service records.

Indihome Services continues to provide customers with the latest information about services and promotions. Based on the evaluation of the responsiveness dimension, Indihome has a score of 87.5%.

In the assurance dimension, Indihome has a total percentage of 56.25%. Indihome prioritizes service quality and can solve problems in the office and the field.

Based on the evaluation of the empathy dimension, Indihome has a value of 80%, which states that Indihome does not provide specific attention or services to each consumer. Instead, Indihome provides service products that are following the products it provides. Besides that, Indihome can also solve consumer problems properly.

Based on the assessment of tangibility dimension with a total score of 81.25%. Indihome has modern and attractive service facilities, especially thanks to the My Indihome application, which allows customers to access it anywhere. In addition, the clean and neat appearance of Indihome employees adds to the impression of professionalism.

Indihome has a total value of 87.5% in terms of brand recognition. Customers will consider using Indihome services. This is due to the wider service reputation and more offices in various regions than its competitors. Indihome is an

internet service that is better known by the public because it has high brand awareness.

Indihome scored 50% in evaluating the brand recall dimension because this service is closely related to Telkom. Hence, people consider this service the best internet option and easy to remember.

Analysis of customer satisfaction variables scored 87.5%. Indihome's internet service is considered stable, and the efficiency of internal operations meets satisfactory standards. In addition, Indihome service staff provide a good attitude when handling customer complaints. Finally, the ability and knowledge of Indihome staff to provide services are satisfactory.

Based on the analysis of the attitudinal loyalty dimension with a total value of 75%. Most customers desire to continue using and supporting Indihome services in the future. They are willing to use Indihome services to meet their business needs.

On the evaluation of behavioral loyalty dimension, the total value was 62.5%. Several customers have subscribed for over two years and are still loyal to using Indihome services. Customers remain loyal to this service and some users consider Indihome the best internet service.

4.4 Discussion

4.4.1 Discussion of Reliability

According to Njoki Chege (2021), in examining the influence of service reliability on customer satisfaction in the insurance industry in Kenya, it was found that customers prioritize service quality and value things related to time, which can show the strengthening of service reliability as a very important determinant of

customer satisfaction in the insurance industry in Kenya. The implication is that if insurance companies fully enhance service reliability, maximum customer satisfaction will be achieved. Gopi and Samat (2020) found a positive relationship between reliability and customer satisfaction in food trucks. Reliability is a service factor that ensures customers are satisfied with proper and excellent service. Thus, reliability is a significant factor in meeting customer satisfaction in the food truck business.

Indihome has a customer satisfaction percentage of 75%, which is a fairly good assessment. The indicators that assess Indihome customer satisfaction are service quality and providing reliable services with accurate service records. On the other hand, a significant shortcoming is the time required to respond to customer complaints, resulting in distrust of Indihome's service capabilities in solving customer problems efficiently and effectively. This indicates that previous research conducted by Njoki Chege (2021) and Gopi and Samat (2020) related to customer satisfaction was enough by the conditions at Indihome, where 75% is influenced by the quality of the reliability services provided and providing services that can be trusted by customers.

4.4.2 Discussion of Responsiveness

Kanyama et al. (2022) showed that responsiveness is significantly related to customer loyalty because it is very important to help hotel customers and provide fast service to respond to all customer requests. If not, the request will become a complaint that will hinder the growth of this business. Then, Pradnyadewi and Giantari (2022) found that responsiveness positively and significantly affects

customer satisfaction. This means that customer satisfaction positively and significantly affects sales loyalty.

Indihome has a responsiveness percentage of 87.5%, with a very good assessment. This indicates that previous studies conducted by Kanyama et al. (2022) and Pradnyadewi and Giantari (2022) related to responsiveness were enough appropriate and significant with the conditions at Indihome. This is because as many as 87.5% of Indihome customers feel that the responsiveness service provided is very good even though there is still room for Indihome to improve responsiveness services so that it will make customers more loyal.

4.4.3 Discussion of Assurance

Nyan et al. (2020) showed that assurance positively and significantly affects customer satisfaction, reflected in the quality of service in the hotel room division. This means that good service quality will positively impact customer satisfaction. Assurance is one of the factors that contribute significantly to customer satisfaction. Gopi and Samat (2020) found that the assurance dimension positively correlates with food truck customer satisfaction.

Indihome has a percentage of 56.25% with a fairly good assessment. This indicates that previous studies conducted by Nyan et al. (2020) and Gopi and Samat (2020) related to assurance were enough by the conditions at Indihome, although not too significant. With 56.25%, Indihome needs to strengthen customer confidence in its services.

4.4.4 Discussion of Empathy

Nyan et al. (2020) showed that empathy positively and significantly influences customer satisfaction, as reflected by individuals and service quality in the hotel room division. This means that good empathy will positively affect customer satisfaction. Then, Bahadur et al. (2020) demonstrated that customers consider employees with higher empathy trustworthy. So, empathy plays an important role in the performance of service employees who will satisfy customers with the services provided.

Indihome has a percentage of 80% with a good assessment. This indicates that previous studies conducted by Nyan et al. (2020) and Bahadur et al. (2020) related to empathy is positive and significant to the conditions that exist at Indihome, where 80% of Indihome customer satisfaction is influenced by employees who are empathetic in handling customer complaints.

4.4.5 Discussion of Tangibility

According to Miah (2021), the main factors are visually appealing physical bank facilities and well-groomed bank employees. This provides a basis for conceptualizing dimensions that can be identified as tangibility factors. The tangibility dimension is strongly related to customer satisfaction. This study suggests that conventional banking policymakers in Bangladesh should focus more on the tangibility dimension to increase customer satisfaction further. Then, Nyan et al. (2020) found that the tangibility dimension positively and significantly affects customer satisfaction in the hotel room division. This means that good tangibility will have a positive impact on customer satisfaction.

Indihome has a percentage of 81.25% with a good assessment. This indicates that previous studies conducted by Miah (2021) and Nyan et al. (2020) on tangibility are in accordance and significant with the conditions at Indihome. Indihome has modern and attractive service facilities, especially with the My Indihome application, which can facilitate customers in terms of services that can be accessed anywhere so that customers do not need to come to the office to get service.

4.4.6 Discussion of Brand Recognition

Huang et al. (2019) showed that brand recognition has a positive influence and can strengthen service quality and customer satisfaction. The calibration laboratory can increase customer satisfaction and loyalty by increasing brand recognition in its target market. Then, Arani and Shafiizadeh (2019) found that the dimensions of brand recognition have a significant and positive effect on brand reputation and the impact of brand reputation on brand performance, including brand loyalty and intention to repurchase. Brand recognition positively and significantly influences brand loyalty, strengthening customer satisfaction.

Indihome has a percentage of 87.5%, a good assessment of the brand recognition dimension. This indicates that previous studies conducted by Huang et al. (2019) and Arani and Shafiizadeh (2019) on brand recognition are significant and by the conditions in Indihome B2B services. Indihome has a good and wider service reputation than its competitors. High brand awareness makes Indihome services a service choice that is better known by the public.

4.4.7 Discussion of Brand Recall

Huang et al. (2019) showed that brand recall positively and significantly influences the relationship between customer satisfaction and service quality. Then, Vazifehdoost and Negahdari (2018) found that brand recall directly affects brand attachment positively and significantly. A high level of brand awareness will result in higher brand loyalty.

Indihome has a percentage of 50% with a fairly low assessment of the brand recall dimension. This indicates that previous research conducted by Huang et al. (2019) and Vazifehdoost and Negahdari (2018) on brand recall has a positive and significant impact. However, the conditions at Indihome, such as brand recall, do not positively impact customer satisfaction. Currently, customers consider that Indihome services are no longer at the top of the public's mind because of frequent signal interruptions and the long process of handling customer complaints. To restore top of mind, Indihome needs to improve the quality of a more stable network and increase responsiveness in handling customer complaints. This can restore a good brand recall for Indihome because better quality will help Indihome compete in the future.

4.4.8 Discussion of Customer Satisfaction

According to Leninkumar (2017), high customer satisfaction in banks increases customer loyalty. Therefore, it is concluded that a positive relationship exists between customer satisfaction and customer loyalty in the Commercial Bank of the Northern Province of Sri Lanka. Then, Naini et al. (2022) it was found that the XYZ Restaurant has a high level of customer satisfaction with the quality of the products

in the XYZ Restaurant, and Miscichiduck customers are satisfied with the price of the food offered, so this can have a significant effect and provide a positive relationship so that it can increase customer loyalty.

Indihome has a percentage of 87.5%, which is a very good assessment of the customer satisfaction variable. This indicates that previous studies conducted by Leninkumar (2017) and Naini et al. (2022) on customer satisfaction is positive and significant with the conditions in Indihome services. Indihome has enough stable service, and its internal operational efficiency has met satisfactory standards. However, there is still a little room to be improved to increase customer loyalty.

4.4.9 Discussion of Attitudinal Loyalty

Dandis and Wright (2020) found that customer satisfaction significantly positively affects attitudinal loyalty. Customer satisfaction is a mediating variable between overall service quality and attitudinal loyalty. This means that customers more satisfied with Jordanian Islamic Banks are more likely to be loyal to the bank. Then, Fajriyati et al. (2020) showed that tourist satisfaction influences attitude loyalty most. Satisfied tourists spread positive word of mouth and recommend the destination to others. This will have a positive impact on the development of a business.

Indihome has a 75% percentage, which is a good assessment of the attitudinal loyalty dimension. This identifies those previous studies conducted by Dandis and Wright (2020) and Fajriyati et al. (2020) on attitudinal loyalty as appropriate and significant with the conditions that exist in the conditions that exist in Indihome

services. Indihome has customers who have great intentions to continue using and supporting the services it provides in the future.

4.4.10 Discussion of Behavioral Loyalty

Huang et al. (2019) showed that customer satisfaction positively and significantly impacts behavioural loyalty in the service industry. Then, Ing et al. (2020) found that customer satisfaction significantly and positively impacts behavioural loyalty. Customer satisfaction has the most impact on the intention to tell others about their positive experience at the restaurant.

Indihome has a percentage of 62.5%, with a good enough assessment of the behavioural loyalty dimension. This identifies those previous studies conducted by Huang et al. (2019) and Ing et al. (2019) on behavioural loyalty as appropriate and significant in the conditions in Indihome B2B services. Where 62.5% explained that there are some differences in different behavioural patterns among customers. However, customer loyalty to Indihome B2B services is influenced by several factors, namely because prices have stabilized so that customers feel that the price of services provided by Indihome is enough by the quality. In addition, some customers will also recommend Indihome services to their relatives because they consider Indihome services to be the best service.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research discusses and provides significant knowledge for companies operating in the B2B service sector. The first discussion in this study is about service quality, which has five dimensions: reliability, responsiveness, assurance, empathy, and tangibility. It was found that the reliability dimension has a high quality with a total percentage of 75%, the responsiveness dimension has a high percentage value of 87.5%, the empathy dimension has a high-quality value with a percentage of 80%, and the tangibility dimension has a quality value with a high total percentage of 81.25%. On the other hand, the assurance dimension has a total percentage of 56.25%, which is the lowest value in the service quality variable.

In the second discussion, respondents rated the overall perceived service quality at PT Telkom Indonesia Witel Yogyakarta as high. Most respondents scored high on dimensions such as responsiveness, tangibility, empathy, and reliability. However, the assurance dimension received a low score, which shows concerns about the services' consistency. Good service quality is proven to positively affect customer satisfaction and loyalty. The level of brand awareness of the Indihome brand as a whole is good enough; the brand recognition dimension has a total value of 87.5%, but the quality of brand recall is still low, with a value of 50%. This shows that although many people know about this brand, they no longer keep it at the forefront of their minds. If the B2B technology service industry provides high-

quality services, it will gain brand recognition from clients, increase brand awareness, and thus increase consumer loyalty.

Third, respondents rated overall perceptions of customer satisfaction as high. Most respondents gave high marks to product quality and customer service, scoring 87.5%. A high level of customer satisfaction indicates that the company has successfully met customer expectations. And the last one, the level of customer loyalty shows a good percentage. The attitudinal loyalty dimension has a high percentage value of 75%. Most customers will recommend Indihome services to relatives and continue using Indihome in the future. Meanwhile, the behavioural loyalty dimension has a percentage value of 62.5%. This shows that even though most customers show loyalty behaviour, such as re-subscribing or using services consistently, some customers may consider other options or have not consistently shown loyalty. In conclusion, this research reveals that B2B technology service providers must allocate their limited resources to the aspects that matter most to clients to build and improve customer satisfaction. With this research, service providers can increase customer loyalty and grow their business.

5.2 Suggestion

This research shows that Indihome's service quality has a positive influence on customer satisfaction and customer loyalty. This researcher provides several suggestions for Indihome B2B services with the aim that Indihome can strengthen its brand position and ensure sustainable growth in the B2B technology services market. First, Indihome needs to maintain and continuously improve the speed of response and accuracy of customer problem resolution. This can be done with

continuous training for customer service teams and technicians. Second, Indihome needs to increase customer trust through increasing transparency in communication and providing clear information about the services provided so that customers will feel more confident in the services provided by Indihome. Third, Indihome can focus more on increasing behavioural loyalty by offering more attractive loyalty programs and incentivizing loyal customers to reduce churn rates. Consistent and reliable customer service providers will be the main determinant of customers' remaining loyal. Lastly, Indihome should improve network quality to reduce signal interference, which is required to speed up handling customer complaints in the office and the field. Improving marketing communications that emphasize service reliability and speed will also help Indihome increase brand recall.

5.3 Limitation

This study only included a sample of Indihome customers in the B2B setting; thus, the findings may not apply to other Indihome client categories, such as B2C consumers. As this study relies on subjective interview results, customer responses may be biased, which may affect the accuracy of the results. The researcher recognizes that service quality and customer satisfaction variables can be significant in various situations and conditions that this research has not fully studied. This shows how difficult it is to deal with various service contexts and how customer satisfaction can fluctuate according to those contexts.

5.4 Practical Implications

This research shows that Indihome's quality has a positive impact on customer satisfaction and customer loyalty. This is a crucial determinant for

Indihome to strengthen its brand position and ensure sustainable growth in the B2B technology services market. The purpose of this study is to test assumptions that are relevant in the B2B industry. This research shows that customers who are satisfied with the company's service will make each customer loyal. Thus, Indihome is required to improve and maintain the quality of service that will positively impact the company, and Indihome will become top of mind for every customer.

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APPENDIX

Appendix 1

Internship Request Letter Attachment



UNIVERSITAS ISLAM INDONESIA

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T. (0274) 881546, 883087, 885376;
F. (0274) 882589
E. fbe@uii.ac.id
W. fbe.uii.ac.id

Yogyakarta, 26 Maret 2023

No. : 42/ProdiMnj/10/IUP/III/2023
Hal : Permohonan izin magang

Kepada Yth.
Pimpinan
PT. Telkom Yogyakarta
Jalan Yos Sudarso No.9, Kotabaru, Kecamatan Gondokusuma
Kota Yogyakarta, Daerah Istimewa Yogyakarta 55224
Indonesia

Dengan hormat,

Bersama ini kami sampaikan, bahwa yang tertera dibawah ini:

Nama	: Lulu Anesa Ardita Putri
No. mahasiswa	: 20311538
Program studi	: Manajemen

adalah mahasiswa pada Program Internasional, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia yang hendak melakukan magang kerja pada lembaga yang Bapak/Ibu pimpin sebagai salah satu syarat untuk menyelesaikan studi. Oleh karena itu, mohon kiranya mahasiswa tersebut diizinkan untuk melakukan magang pada tanggal 27 Maret – 27 Juli 2023.

Demikian permohonan kami, atas bantuan dan kerjasamanya kami mengucapkan terima kasih.

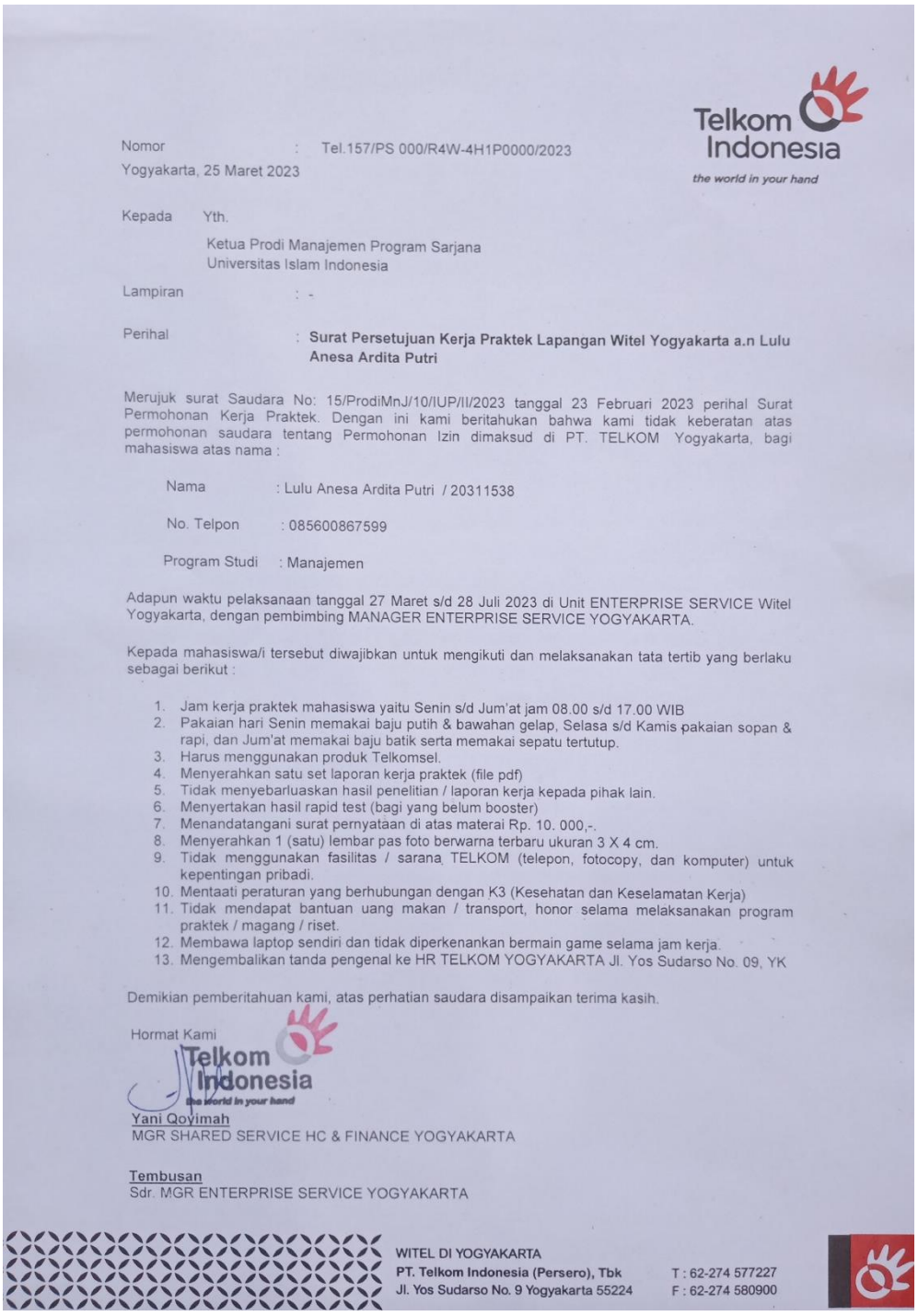
Hormat kami,

YOGYAKARTA

Abdul Rafik, S.E., M.Sc
Ketua Prodi Manajemen Program Sarjana

Appendix 2

Internship Acceptance Letter



Telkom Indonesia
the world in your hand

Nomor : Tel.157/PS 000/R4W-4H1P0000/2023
Yogyakarta, 25 Maret 2023

Kepada Yth.
Ketua Prodi Manajemen Program Sarjana
Universitas Islam Indonesia

Lampiran : -

Perihal : **Surat Persetujuan Kerja Praktek Lapangan Witel Yogyakarta a.n Lulu Anesa Ardita Putri**

Merujuk surat Saudara No: 15/ProdiMnJ/10/IUP/II/2023 tanggal 23 Februari 2023 perihal Surat Permohonan Kerja Praktek. Dengan ini kami beritahukan bahwa kami tidak keberatan atas permohonan saudara tentang Permohonan Izin dimaksud di PT. TELKOM Yogyakarta, bagi mahasiswa atas nama :

Nama : Lulu Anesa Ardita Putri / 20311538

No. Telpon : 085600867599

Program Studi : Manajemen

Adapun waktu pelaksanaan tanggal 27 Maret s/d 28 Juli 2023 di Unit ENTERPRISE SERVICE Witel Yogyakarta, dengan pembimbing MANAGER ENTERPRISE SERVICE YOGYAKARTA.

Kepada mahasiswa/i tersebut diwajibkan untuk mengikuti dan melaksanakan tata tertib yang berlaku sebagai berikut :

1. Jam kerja praktek mahasiswa yaitu Senin s/d Jum'at jam 08.00 s/d 17.00 WIB
2. Pakaian hari Senin memakai baju putih & bawahan gelap, Selasa s/d Kamis pakaian sopan & rapi, dan Jum'at memakai baju batik serta memakai sepatu tertutup.
3. Harus menggunakan produk Telkomsel.
4. Menyerahkan satu set laporan kerja praktek (file pdf)
5. Tidak menyebarluaskan hasil penelitian / laporan kerja kepada pihak lain.
6. Menyertakan hasil rapid test (bagi yang belum booster)
7. Menandatangani surat pernyataan di atas materai Rp. 10. 000,-.
8. Menyerahkan 1 (satu) lembar pas foto berwarna terbaru ukuran 3 X 4 cm.
9. Tidak menggunakan fasilitas / sarana TELKOM (telepon, fotocopy, dan komputer) untuk kepentingan pribadi.
10. Mentaati peraturan yang berhubungan dengan K3 (Kesehatan dan Keselamatan Kerja)
11. Tidak mendapat bantuan uang makan / transport, honor selama melaksanakan program praktek / magang / riset.
12. Membawa laptop sendiri dan tidak diperkenankan bermain game selama jam kerja.
13. Mengembalikan tanda pengenal ke HR TELKOM YOGYAKARTA Jl. Yos Sudarso No. 09, YK

Demikian pemberitahuan kami, atas perhatian saudara disampaikan terima kasih.

Hormat Kami
Telkom Indonesia
the world in your hand

Yani Qoyimah
MGR SHARED SERVICE HC & FINANCE YOGYAKARTA

Tembusan
Sdr. MGR ENTERPRISE SERVICE YOGYAKARTA

WITEL DI YOGYAKARTA
PT. Telkom Indonesia (Persero), Tbk
Jl. Yos Sudarso No. 9 Yogyakarta 55224
T : 62-274 577227
F : 62-274 580900

Appendix 3

Internship Attendance List

INTERNSHIP ATTENDANCE

Month : March
Name of company : Telkom Indonesia Witel Yogyakarta
Name of student : Lulu Anesa Ardita Putri

No	Date	Length of work (Hours)	Brief Description of Activity
1	March 27, 2023	8 hours	Introducing and Monitoring customer orders.
2	March 28, 2023	8 hours	Monitor customer orders, Print Operational Report, and Scan Operational Report.
3	March 29, 2023	8 hours	Monitor customer orders, Create documents for customer DO Requests.
4	March 30, 2023	8,5 hours	Monitoring customer orders, Creating Operational Report, Completing the Asset Number in the Asset Closing BA document.
5	March 31, 2023	8 hours	Monitor customer orders, Check documents SDM and EDK, Verify customer documents.

Approved by,



Dwisari Wiguna

Yogyakarta, April 5, 2023



(Lulu Anesa Ardita Putri)

INTERNSHIP ATTENDANCE

Month : April
Name of company : Telkom Indonesia Witel Yogyakarta
Name of student : Lulu Anesa Ardita Putri

No	Date	Length of Work (Hours)	Brief Description of Activity
1	April 03, 2023	8 hours 30 minutes	Completing the Billdate, Start Date, End Date, KFS Number, KFS Date, BASO (Information Ready to Operation) Number, BASO Date or BA Number, BA Date on gdocs and check if the HR and EDK data status has been billcome in the DES column and then we must to change the status to Complete in the HR and EDK column.
2	April 04, 2023	8 hours	Checking the SDM and EDK data on google docs, identify the status of the data to see if it has been completed, input, or not. Then, check SID with NCX tools and then enter the data in the SRDO ES sheet, and make DO Request Report
3	April 05, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking

4	April 06, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
5	April 07, 2023	-	National Holiday
6	April 10, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
7	April 11, 2023	8 hours	Update progress data on the HR and EDK sheets, amd Make a BA Cancel Order Request
8	April 12, 2023		updating some customer data in the NCX column on DES sheets to fulfill billing complete, updating MO SSID UPN customer data, updating status to open, and updating customer data in the PSB column on the DES sheet
9	April 13, 2023	8 hours 15 minutes	Fill in the Billcomp date of customer data on the DES sheet, Update customer progress information on Pivot, Understanding SOP MO, Update customer data to MO SSID on the DES sheet, Fill in the information in the Nossf column, and Update the quote queue number
10	April 14, 2023	8 hours	Update customer data to MO SSID on the DES sheet, Fill the information in the Nossf column, and Update the quote queue number using the NCX Tools web and CRM

11	April 17, 2023	8 hours	Update customer data to MO SSID on the DES sheet, Fill the information in the Nossf column, and Update the quote queue number using the NCX Tools web and CRM
12	April 18, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
13	April 19, 2023	-	National Holiday
14	April 20, 2023	-	National Holiday
15	April 21, 2023	-	National Holiday
16	April 24, 2023	-	National Holiday
17	April 25, 2023	-	National Holiday
18	April 26, 2023	5 hours 15 minutes	Input the SO order number on SRDO ES and provide information on customer data on the DES sheets
19	April 27, 2023	9 hours	Update google docs on DES sheets, Monitor and check progress of customer data status on web NossF, and Fill the information on each data that has or has not been entered into NossF
20	April 28, 2023	9 hours	Update google docs on DES sheets, Input UPN customer contracts and Fill in order numbers for each customer data using web crm and NCX Tools

Approved by,



Dwisari Wiguna

Yogyakarta, May 2, 2023



(Lulu Anesa Ardita Putri)

INTERNSHIP ATTENDANCE

Month : May
Name of company : Telkom Indonesia Witel Yogyakarta
Name of student : Lulu Anesa Ardita Putri

No	Date	Length of Work (Hours)	Brief Description of Activity
1	May 01, 2023	-	National Holiday
2	May 02, 2023	8 hours	Mentoring OGP DES YK on WFM Order Tracking, Update google docs on sheets DES, Inputting UPN customer contract, and Fill in order number every customers data with CRM Web and NCX Tools
3	May 03, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
4	May 04, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize modify SSID UPN customer with CRM Web
5	May 05, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer

			with CRM Web and Creating customer order's
6	May 08, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer with CRM Web and Creating customer order's
7	May 09, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer with CRM Web and Creating customer order's
8	May 10, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer with CRM Web and Creating customer order's
9	May 11, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Make a BA DO for UPN and UGM customers
10	May 12, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, and Changing the status of several customers who are already pending BASO
11	May 15, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, and Changing the status

			of several customers who are already pending BASO
12	May 16, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
13	May 17, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
14	May 18, 2023	-	National Holiday
15	May 19, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Making follow up format customer data's on telegram, Make a BA request DO document, and make BA DO document
16	May 22, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer with CRM Web
17	May 23, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Understanding SOP change data, and Changing customer UPN data's
18	May 24, 2023	3 hours	Monitoring OGP DES YK on WFM Order Tracking
19	May 25, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Understanding SOP SA (Service Account)

20	May 26, 2023	5 hours	Monitoring OGP DES YK on WFM Order Tracking, Creating order customize Modify SSID UPN customer with CRM Web
21	May 29, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
22	May 30, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Change Data Provision Complete Date UPN customer's on CRM Web, Update google docs sheet SRDO ES, Update agreement number on gdocs with NCX Tools, Upload UPN customer document's on CRM Web
23	May 31, 2023	8 hours	Monitoring OGP DES YK and SRDO ES on WFM Order Tracking, Update google docs UPN customer data to fulfill billing complete with NCX Tools, Change data agreement name UPN customer, Make a BA DO for UPN customer

Approved by,



Dwisari Wiguna

Yogyakarta, June 8, 2023



(Lulu Anesa Ardita Putri)

INTERNSHIP ATTENDANCE

Month : June
Name of company : Telkom Indonesia Witel Yogyakarta
Name of student : Lulu Anesa Ardita Putri

No	Date	Length of Work (Hours)	Brief Description of Activity
1	June 01, 2023	-	National Holiday
2	June 02, 2023	-	National Holiday
3	June 05, 2023	6 hours	Monitoring OGP DES YK on WFM Order Tracking, Update UPN customer data on google docs to Pending Billing Approval
4	June 06, 2023	9 hours	Monitoring OGP DES YK on WFM Order Tracking, Make a BA RO
5	June 07, 2023	9 hours	Monitoring OGP DES YK on WFM Order Tracking, Make a BA DO, Creating order customize Modify SSID UPN customer with CRM Web
6	June 08, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Change data provision complete date Taman Wisata Candi Borobudur, Prambanan, dan Ratu Boko

7	June 09, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
8	June 12, 2023	-	Permission (Sick)
9	June 13, 2023	-	Permission (Sick)
10	June 14, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
11	June 15, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Make a Rekon Billing YK March 17, 2023
12	June 16, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Update Billing Date UGM customer on Google Docs
13	June 19, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
14	June 20, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
15	June 21, 2023	-	Permission (Make a Passport at my hometown Cilacap, because the immigration at Jogja full queue)
16	June 22, 2023	6 hours	Monitoring OGP DES YK on WFM Order Tracking
17	June 23, 2023	9 hours	Monitoring OGP DES YK on WFM Order Tracking, Revision SA UPN customer with CRM Web

18	June 26, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Revision order for resubmit because there is revision SA name for UPN customer
19	June 27, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Make a BA DO for UPN
20	June 28, 2023	-	National Holiday
21	June 29, 2023	-	National Holiday
22	June 30, 2023	-	National Holiday

Approved by,



Dwisari Wiguna

Yogyakarta, July 7, 2023



(Lulu Anesa Ardita Putri)

INTERNSHIP ATTENDANCE

Month : July
Name of company : Telkom Indonesia Witel Yogyakarta
Name of student : Lulu Anesa Ardita Putri

No	Date	Length of Work (Hours)	Brief Description of Activity
1	July 06, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
2	July 07, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Send documents to UPNYK, Update SDM & EDK gdocs sheets, and Follow up customer orders that will end to AM
3	July 10, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, and Update SDM & EDK gdocs sheets
4	July 11, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
5	July 12, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking
6	July 13, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking

7	July 14, 2023	8 hours	Monitoring OGP DES YK on WFM Order Tracking, Inputting the UPN customer orders data close term 1 using CRM, and Upload UPN customer documents in CRM
8	July 17, 2023	9 hours	Monitoring OGP DES YK and SRDO ES in WFM Order Tracking, and Manage invitation letters for product photography & social media branding training activities for UMKM Sleman
9	July 18, 2023	8 hours	Monitoring OGP DES YK and SRDO ES on WFM Order Tracking, Input close orders for UPN customers term 1 using CRM, Upload UPN customer documents on CRM, and Create registration forms for product photography training & social media branding for UMKM Sleman
10	July 19,2023	-	National Holiday
11	July 20, 2023	6 hours	Become a registration committee for product photography training and social media branding for UMKM Sleman
12	July 21, 2023	8 hours	Monitoring OGP DES YK and SRDO ES on WFM Order Tracking, Input close orders for UPN customers data in term 2 using CRM, and upload UPN customer documents in CRM

Approved by,



Dwisari Wiguna

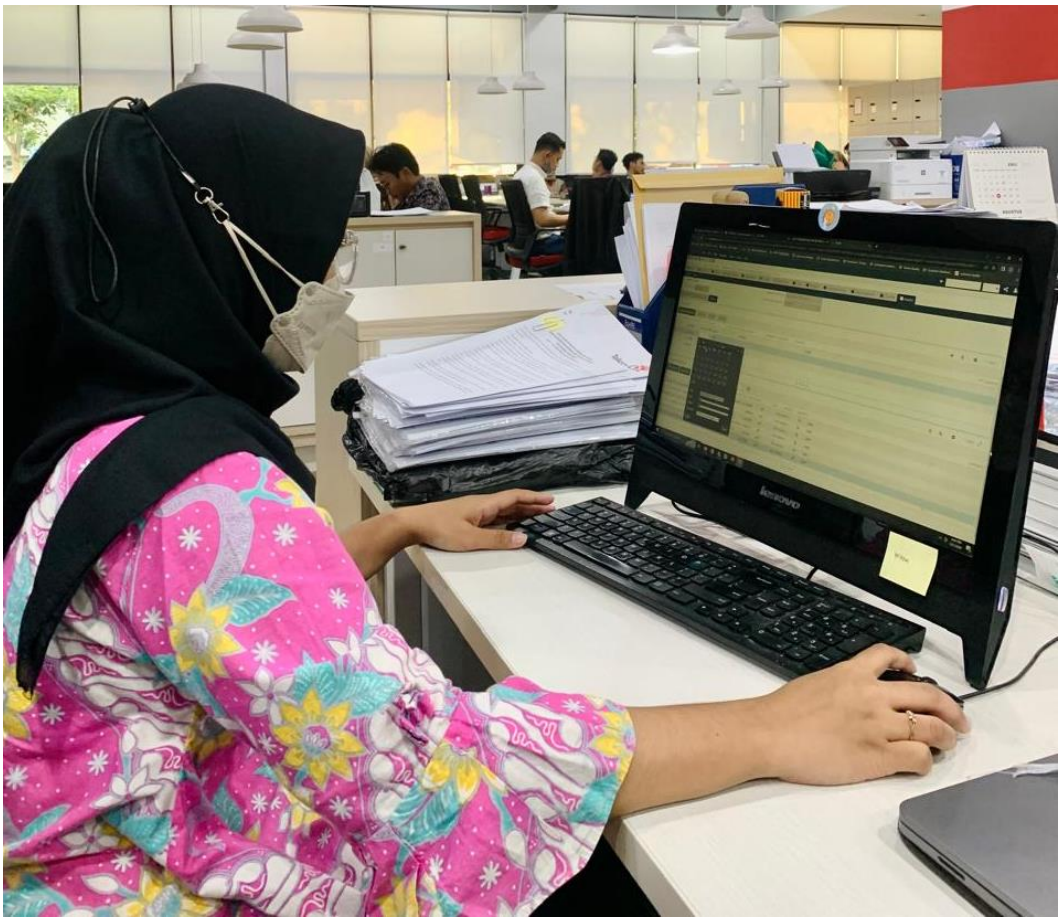
Yogyakarta, August 01, 2023



(Lulu Anesa Ardita Putri)

Appendix 4

Update customer orders every morning and create orders using the CRM application provided by Telkom.



Appendix 5

Assistance to Sleman MSME Product Photography Training & Social Media Branding Training





Appendix 6

With the mentors and staff of PT Telkom Indonesia Witel Yogyakarta Enterprise Service Unit



Appendix 7

Interview Transcript

Nama Perusahaan : Kopi Nuri Condong Catur

Posisi Jabatan : Manager Area

Waktu menggunakan layanan Indihome : 2021 – Sekarang (4 Tahun)

Service Quality

5. **Reliability:**

1. Apakah layanan komitmen pelanggan Indihome dapat diselesaikan secara tepat waktu?

Menurut saya, komitmen pelanggan indihome dapat diselesaikan secara tepat waktu. Ketika saya memiliki trouble saya mengadukan hari ini biasanya besok sudah selesai. Kami juga ada komitmen pembayaran yang harus diselesaikan sebelum tanggal 20, jika pembayarannya melebihi tanggal 20 maka jaringan internetnya akan terputus tidak bisa digunakan.

2. Jika anda mengalami kesulitan, apakah Indihome akan memberikan bantuan kepada anda?

Pada waktu itu saat kami masih langsung dapat bersinggungan dengan teknisi, kami biasanya diberikan panduan dari pihak indihome. Pihak indihome mengadakan rapat/pertemuan dengan para pemilik bisnis yang bertujuan untuk dapat memberikan edukasi kepada pengguna layanan

internet indihome terakait penggunaan layanan internet, dan ketika kami memiliki permasalahan. Pihak indihome memberikan infromasi dengan secara lugas dan jelas. Menurut saya, sejauh ini indihome memberikan bantuan kepada pelangganya cukup baik.

3. Apakah Indihome menyediakan layanan yang dapat dipercaya oleh pelanggan?

Sejauh ini komitmennya bisa dipegang sehingga saya merasa percaya pada layanan yang disediakan. Karena setiap ada kendala pihak indihome mampu menyelasaikan secara tepat waktu, mungkin kalau tidak bisa dipercaya kami sudah memutuskan kerja sama dengan pihak indihome.

4. Apakah Indihome mampu menyediakan layanan yang anda butuhkan dengan tepat waktu?

Sejauh ini, cukup mampu pihak indihome memyediakan layanan yang kami butuhkan tidak perlu menunggu lama untuk dapat menyelesaikan permasalahan yang saya hadapi.

5. Apakah Indihome menyimpan catatan layanan pelanggan?

Iya, pihak indihome menyimpan catatan layanan pelanggan itu di email seperti beberapa keluhan kami yang sudah diselesaikan atau belum terselesaikan, dan inovoice.

6. Responsiveness:

1. Jika Indihome memiliki layanan baru, Apakah Indihome akan berinisiatif untuk menginformasikan kepada anda?

Pastinya selalu menginformasikan misalnya, jika ada layanan baru terkait informasi. Seperti kemaren di Bento Group itu ada beberapa informasi terbaru terkait layanan bantuan.

2. Ketika anda membutuhkan dukungan layanan, Indihome akan dengan cepat memberikan layanan kepada anda?

Sejauh ini, pihak indihome cukup cepat memberikan dukungan layanan ke kami.

3. Pertugas layanan Indihome akan memberikan bantuan kepada ada?

Selalu memberikan bantuan kepada kami, apalagi jika kami mempunyai kendala di lapangan pihak indihome dapat menyelesaikan atau memberikan bantuan kepada kami dengan tepat waktu. Kalau permasalahanya pada jaringan pihak indihome dapat secara cepat menyelesaikan permasalahan yang sedang kami alami, tetapi jika kendalanya berskala nasional itu lumayan lama untuk pihak indiome menyelesaikan permasalan kami.

4. Apakah petugas layanan Indihome sering kali terlalu sibuk, dan tidak dapat segera melayani memenuhi kebutuhan anda?

Itu tergantung, jadi kadang ada yang cepat, ada yang tidak. Nah kadang kendalanya seperti kemarin saya sempat menghubungi CS dari Indihome yang kebetulan dia sedang cuti, jadi itu yang bikin lambat sih sebenarnya. Dan setelah itu saya tidak menemukan lagi. Tetapi, nanti kami diberikan arahan untuk menghubungi staff yang lain.

7. Assurance:

1. Ketika Indihome menyediakan layanan akan membuat anda merasa percaya?

menurut saya ketika staff indihome memberikan kualitas layanan dan kualitas produk yang baik, itu sudah membuat kami merasa cukup puas.

2. Kapan Indihome menyediakan layanan yang akan membuat anda merasa aman?

Saya tidak menjamin keamanannya karena hacker Indonesia juga jago-jago. Jadi saya tidak dapat menjamin keamanannya. Cuma ya sejauh ini saya percaya aja. Semisal kurang aman ya pasti dari mereka akan bertanggung jawab.

3. Kapan Indihome menyediakan layanan yang akan membuat anda merasa nyaman?

Ketika Indihome mengutamakan kualitas pelayanan dan staff serta teknisi indihome dapat merespons permasalahan pelanggan dengan baik.

4. Apakah petugas servis Indihome selalu memberikan pelayanan yang baik kepada anda?

Dari pengalaman saya, petugas servis indihome cukup memberikan pelayanan yang baik. Mereka dapat menangani keluhan pelanggan dengan baik tetapi saya juga berharap untuk pihak indihome dapat lebih responsif.

8. Empathy:

1. Indihome tidak memberikan layanan Individual kepada anda?

Sepertinya Indihome tidak memberikan layanan individual kepada kami karena kami tidak bisa meminta sepenuhnya sesuai dengan preferensi yang spesifik sesuai kebutuhan bisnis pada cafe nuri condong catur.

2. Staf layanan Indihome tidak akan memberikan anda perawatan individual?

Sejauh ini sepertinya tidak ya, indihome memberikan perawatan bisnis saja karena saya kan berlangganan untuk kebutuhan bisnis.

3. Apakah anda tidak berharap staf Indihome akan memahami kebutuhan anda?

Ya sejuh ini saya sangat berharap terhadap staf yang dapat memahami kebutuhan kami, karena sebenernya kan kita itu saling membutuhkan satu sama lain.

4. Apakah Indihome tidak menjadikan kepentingan anda sebagai prioritas utama?

Menurut saya kebutuhan customer itu sebuah prioritas utama disetiap perusahaan. Jadi, selama ini saya merasa indihome mementingkan kebutuhan disetiap pelangganya termasuk kebutuhan pada kopi nuri condongcatur ini.

5. Apakah waktu layanan Indihome tidak dapat sepenuhnya sesuai dengan kebutuhan anda?

Bisa dikatakan kadang sesuai dan kadang kurang sesuai. Kurang sesuai itu karena terbatasnya jam kerja pada kantor jadi ketika kami membutuhkan bantuan dengan cepat tetapi kantor sudah tutup itu yang membuat jadi kendala kami di cafe karena tidak bisa langsung mendatangkan teknisi untuk menangani keluhan kami.

9. Tangibility

1. Indihome memiliki fasilitas layanan yang modern?

Menurut saya, cukup modern untuk kantor indihome yang di kota baru.

2. Layanan dan fasilitas Indihome sangat menarik?

Bagi saya layanan dan fasilitas indihome saat ini cukup menarik karena semua layanannya dapat diakses melalui aplikasi my indihome. Hal ini dapat memudahkan pelanggan dalam mendapatkan pelayanan tanpa harus ke kantor.

3. Staf layanan Indihome memiliki pakaian dan penampilan yang bersih?

Itu kembali ke perorangnya sih, tapi ada juga yang bersih ada juga yang kurang. Untuk staf yang dikantor bisa dikatakan bahwa penampilannya rapi dan bersih. Tetapi untuk teknisi ada berapa yang kurang rapi.

4. Fasilitas dan layanan Indihome yang disediakan saling melengkapi satu sama lain?

Menurut saya kalo dibilang lengkap banget, itu juga masih kurang ya. Jadi cukup lah cukup melengkapi.

Brand Awareness

10. Brand Recognition

1. Di antara banyak layanan internet yang ada, jika dibandingkan, Apakah anda akan memprioritaskan dan mempertimbangkan menggunakan layanan Indihome?

   Selama komunikasi dan hubungan yang sudah kami bangun sejak pertama kami menggunakan layanan berjalan dengan baik, kami akan tetap memprioritaskan dan mempertimbangkan menggunakan layanan indihome.

2. Apakah kantor layanan Indihome lebih banyak daripada layanan lainnya?

   Untuk kantor saya kurang tau ya, tapi sejauh ini semua orang pasti tau Indihome.

3. Apakah pangsa layanan Indihome lebih besar daripada layanan lainnya?

   Menurut saya pangsa layanan indihome lebih besar daripada layanan lain karena memang indihome punya jangkauan yang lebih luas daripada layanan lain.

4. Apakah anda sudah tidak asing lagi dengan layanan Indihome?

Tidak asing lagi pastinya karena semua orang pasti tau dengan layanan indihome.

11. Brand Recall

1. Jika Anda berpikir tentang layanan internat, Apakah anda akan pertama kali berpikir tentang layanan Indihome. Karena nama layanan Indihome, mudah diingat.

Iya karena layanan Indihome itu bisa dikatakan lebih familiar dibanding layanan internet pesaing.

Customer Satisfaction

1. Layanan Internet stabil yang ditawarkan oleh Indihome, apakah memungkinkan anda merasa puas?

Cukup memungkinkan sih, namanya internet jaringan kayak gitu kan suka ada gangguan. Tapi kalau Indihome ya mungkin lebih gercep aja dan dapat menangani keluhan kami cepat.

2. Apakah efisiensi operasi internal layanan Indihome membuat Anda merasa puas?

Untuk efesiensi operasioal sudah cukup membuat saya merasa puas, tetapi lebih baik lagi bila lebih ditingkatkan.

3. Sistem layanan Indihome membuat Anda merasa puas?

Untuk saat ini saya sudah merasa puas dengan system layanan indihome yang diberikan kepada kami.

4. Sikap staf layanan Indihome membuat Anda merasa puas?

Untuk saat ini saya sudah merasa puas dengan sikap staf layanan indihome karena sudah banyak membatu kami dalam menangani permasalahan yang kami keluhkan.

5. Apakah pengetahuan dan kemampuan profesional staf layanan Indihome membuat Anda merasa puas?

Cukup membuat saya merasa puas karena setiap saya mengadukan beberapa permasalahan yang sedang saya alami staf indihome selalu memberikan solusi dengan kemampuan professional yang mereka miliki dan untuk teknisinya juga sudah handal dalam memperbaiki permasalahan yang ada di lapangan.

6. Secara keseluruhan, layanan Indihome membuat Anda puas?

Untuk secara keseluruhan menurut saya layanan indihome cukup membuat saya merasa puas, tetapi lebih baik lagi jika lebih ditingkatkan.

Customer Loyalty

12. Attitudinal loyalty:

1. Apakah anda ingin mendukung layanan Indihome lagi?

Saya akan tetap mendukung layanan indihome apabila hubungan dan komunikasi yang sudah kami jalin berjalan dengan baik.

2. Apakah anda akan menggunakan Indihome sebagai layanan bisnis terkait lainnya?

Mungkin saya akan tetap menggunakan indihome sebagai layanan bisnis kami yang lain.

3. Apakah anda akan terus mengunjungi layanan Indihome?

Saya mengunjungi layanan indihome apabila ada kepentingan atau ketika saya mengalami permasalahan pada internet yang kami gunakan.

13. Behavioural Loyalty:

1. Meskipun biaya layanan internet Indihome lebih tinggi, Apakah anda masih bersedia untuk melanjutkan pilihan Layanan internet pada Indihome?

Kalau lebih tinggi sepertinya saya harus mempertimbangkan kembali ya, karena ini untuk kebutuhan bisnis jadi saya juga harus menghitung untuk biaya pengeluarannya. Tetapi jika harga layanan indihome lebih tinggi dengan kualitas lebih baik mungkin saya akan tetap menggunakan layanan ini.

2. Apakah anda pelanggan setia layanan internet di Indihome?

Bisa dikatakan saya pelanggan setia internet di indihome karena kami sudah 4 tahun menggunakan layanan ini.

3. Apakah anda akan merekomendasikan layanan Indihome kepada teman anda?

Kalau misal mereka membutuhkan mungkin akan saya rekomendasikan layanan indihome.

4. Indihome adalah layanan internet terbaik pilihan anda.

Sejauh ini, menurut saya indihome cukup baik dalam memberikan dan menyediakan layanan internet dibanding provider lain.

Saran: perkuat keamananya, tingkatkan kualitas pelayanan dan menjaga kepercayaan kepada setiap pelangganya. Karna ketika kepercayaan sudah rusak itu dapat membuat pelanggan kecewa dan dapat memutuskan kontrak kerjasama.

Nama Perusahaan : Tabutea (UMKM)

Posisi Jabatan : Owner Tabutea

Waktu menggunakan layanan Indihome : 2 Tahun

Service Quality

14. Reliability:

1. Apakah layanan komitmen pelanggan Indihome dapat diselesaikan secara tepat waktu?

Pelayanan pada kantor Indihome cenderung tepat waktu. Namun, ketika terjadi keluhan seperti hilangnya sinyal saat hujan atau masalah lainnya yang membutuhkan teknisi untuk datang ke kedai itu seringkali membutuhkan respon atau bantuan dengan waktu yang cukup lama, bahkan bisa berhari-hari. Sejauh ini belum pernah yang langsung ditanggepin sih terlebih yang buat kalau ada butuh penggantian sesuatu misalkan ada masalah sama router itu jarang bisa langsung.

2. Jika anda mengalami kesulitan, apakah Indihome akan memberikan bantuan kepada anda?

Dalam hal pengetahuan atau informasi, pelayanan dengan customer service atau datang langsung ke kantor untuk mengadukan sesuati itu pasti ada bantuan langsung pada detik itu juga dan ini sangat membantu bagi saya. Namun, ketika berurusan dengan perangkat atau situasi di lapangan, saya

merasa pelayanan masih kurang memuaskan karena untuk mendatangkan teknisinya saja itu membutuhkan waktu yang cukup lama.

3. Apakah Indihome menyediakan layanan yang dapat dipercaya oleh pelanggan?

Pada awalnya, saya memilih Indihome karena banyak orang yang menggunakannya, sehingga saya menganggapnya dapat dipercaya. Selain itu, jaringan Indihome juga lebih luas dibandingkan dengan pesaingnya, dengan layanan yang sudah tersedia di banyak tempat. Namun, kadang-kadang kualitas sinyal Indihome bisa mengecewakan terutama saat cuaca buruk.

4. Apakah Indihome mampu menyediakan layanan yang anda butuhkan dengan tepat waktu?

Mungkin jawabannya tidak cukup memuaskan jika ditinjau dari aspek ketepatan waktu.

5. Apakah Indihome menyimpan catatan layanan pelanggan?

Iya Indihome pasti memiliki sistem pencatatan layanan pelanggan. Namun terkadang keluhan yang tidak berkaitan dengan keluhan sebelumnya mungkin tidak tercatat secara akurat. Pengalaman saya menunjukkan bahwa jika saya melaporkan masalah A, kemudian beberapa minggu kemudian melaporkan masalah B, petugas layanan mungkin tidak mengacu kembali pada masalah A. Sehingga, proses penanganan dilanjutkan dengan fokus pada masalah B. Namun, jika masalah B belum terselesaikan dan saya menghubungi lagi, mereka biasanya segera mengaitkannya dengan masalah sebelumnya.

15. Responsiveness:

1. Jika Indihome memiliki layanan baru, Apakah Indihome akan berinisiatif untuk menginformasikan kepada anda?

Iya, Indihome sering memberikan informasi melalui email atau pesan WhatsApp kepada pelanggan, terutama terkait dengan peluncuran paket-paket baru, event-event khusus, atau promo-promo terbaru yang tersedia.

2. Ketika anda membutuhkan dukungan layanan, Indihome akan dengan cepat memberikan layanan kepada anda?

Saya merasa bahwa layanan dan responsifitas Indihome secara umum cukup baik. Namun, beberapa kali saya mengalami ketidakresponsifan saat meminta bantuan mendesak, yang membuat saya merasa sedikit kecewa. Staf Indihome terkadang kurang tanggap dalam menangani masalah dengan cepat, dan hal ini menurunkan penilaian saya terhadap aspek responsifitas layanan mereka.

3. Pertugas layanan Indihome akan memberikan bantuan kepada ada?

Iya, saya setuju. Terutama dalam hal pertanyaan atau permintaan bantuan melalui telepon, Indihome sangat responsif. Saya juga merasa direspon dengan baik ketika saya datang langsung ke lokasi.

4. Apakah petugas layanan Indihome sering kali terlalu sibuk, dan tidak dapat segera melayani memenuhi kebutuhan anda?

Iya karena saya mengalami waktu tunggu teknisi yang sangat lama, dimana saya harus mengantri dalam antrean yang tidak pasti berapa lama. Hal ini sangat mengganggu terutama ketika saya membutuhkan penanganan segera, seperti dalam kebutuhan usaha karena usaha saya itu termasuk dalam konteks digital marketing. Seringkali saya harus menunggu selama 24 jam atau bahkan lebih, dan kadang-kadang saya harus melakukan follow up atau pengaduan ulang untuk mendapatkan respons.

16. Assurance:

1. Ketika Indihome menyediakan layanan akan membuat anda merasa percaya?

   Saya hanya memanfaatkan layanan WiFi dari Indihome untuk mendukung bisnis saya. Jadi, jika ada layanan baru terkait TV atau paket lainnya, saya tidak memilih untuk menggunakannya.

2. Kapan Indihome menyediakan layanan yang akan membuat anda merasa aman?

   Saat ini, saya menggunakan paket WiFi dengan kecepatan terendah karena sudah memadai untuk kebutuhan saya yang tidak terlalu banyak. Mengenai penggunaan layanan lain dari Indihome, saya masih mempertimbangkannya.

3. Kapan Indihome menyediakan layanan yang akan membuat anda merasa nyaman?

Saya berharap untuk kenyamanan terkait dengan responsifitas layanan terutama ketika saya membutuhkan teknisi dengan cepat. Lebih baik jika saya tidak perlu mengantri terus-menerus, atau minimal diberikan informasi tentang hari dan waktu kunjungan teknisi agar saya tidak perlu menunggu tanpa kejelasan.

4. Apakah petugas servis Indihome selalu memberikan pelayanan yang baik kepada anda?

Pengalaman dengan petugas servis Indihome biasanya cukup standar. Mereka menanggapi keluhan dengan baik. Namun, saya juga berharap bahwa jika saya membutuhkan bantuan di masa mendatang, layanan mereka tetap responsif.

17. Empathy:

1. Indihome tidak memberikan layanan Individual kepada anda?

Kalau layanan individu yang mencakup merespons keluhan personal serta memberikan rekomendasi atau solusi berdasarkan preferensi personal itu Indihome memberikan. Tetapi kalau tentang memberikan layanan yang sepenuhnya sesuai dengan preferensi yang spesifik sesuai kebutuhan bisnis saya itu sepertinya tidak.

2. Staf layanan Indihome tidak akan memberikan anda perawatan individual?

Sepertinya engga ada, saya pernah nanya aja soal paket internetnya bisa atau tidak jika lebih disesuaikan sama kebutuhan bisnis saya karena paket yang

ditawarin itu kurang cocok tapi ternyata tidak bisa memberikan layanan yang sesuai dengan preferensi dan kebutuhan saya kalau untuk besaran internetnya.

3. Apakah anda tidak berharap staf Indihome akan memahami kebutuhan anda?

Sebenarnya, saya berharap Indihome memberikan lebih banyak perhatian kepada pelanggan. Meskipun sinyalnya cukup luas dan harga layanannya terjangkau, saya yakin akan menjadi lebih baik jika ada lebih banyak perhatian dari Indihome terhadap kebutuhan pelanggannya.

4. Apakah Indihome tidak menjadikan kepentingan anda sebagai prioritas utama?

Tidak selalu begitu, mungkin terjadi beberapa momen tertentu di mana terjadi keterlambatan respon karena alasan tertentu seperti beban kerja yang meningkat. Tapi, bisa dikatakan kepentingan saya dijadikan prioritas oleh indihome.

5. Apakah waktu layanan Indihome tidak dapat sepenuhnya sesuai dengan kebutuhan anda?

Iya, terkadang saya membutuhkan respons cepat dari customer service ketika saya membutuhkan perbaikan. Tapi, jika harus menunggu hingga besok untuk mendapatkannya, itu bisa menjadi kendala yang cukup mengganggu menurut saya.

18. Tangibility

1. Indihome memiliki fasilitas layanan yang modern?

   Iya, bisa dibilang fasilitas layananya sudah modern.

2. Layanan dan fasilitas Indihome sangat menarik?

   Tidak terlalu untuk saya ya karena saya berpaling dari indihome.

3. Staf layanan Indihome memiliki pakaian dan penampilan yang bersih?

   Iya, kan staff layananya menggunakan seragam jadi bisa dikatakan memiliki pakaian yang baik.

4. Fasilitas dan layanan Indihome yang disediakan saling melengkapi satu sama lain?

   Kalau saya bandingkan misalkan ada wifi sama layanan TV gitu ya, kalau itu sih mungkin bisa dibilang saling melengkapi sih.

Brand Awareness

19. Brand Recognition

1. Di antara banyak layanan internet yang ada, jika dibandingkan, Apakah anda akan memprioritaskan dan mempertimbangkan menggunakan layanan Indihome?

   Untuk saat ini engga ya karena saya sedang mempertimbangkan menggunakan provider lain. Soalnya karena sudah tahu semakin kesini kan layanan internet lain itu juga semakin berkembang jadi, pastinya sinyalnya juga

lebih kuat lagi di daerah-daerah terpencil. Nah dibandingkan dengan Indihome, walaupun saya harus sedikit bayar lebih mahal di provider lain, saya bisa dapat pelayanan dan fasilitas yang lebih memadai gitu dibandingkan Indihome.

2. Apakah kantor layanan Indihome lebih banyak daripada layanan lainnya?

Iya, seperti yang saya katakana sebelumnya karena banyak masyrakat yang sudah familiar dengan indihome.

3. Apakah pangsa layanan Indihome lebih besar daripada layanan lainnya?

Kalau untuk saat ini, saya kira sudah hampir sama. Tetapi kalau dahulu kan memang indihome punya jangkauan yang lebih luas sehingga pangsa pasar layanan indihome itu lebih luas daripada yang lain.

4. Apakah anda sudah tidak asing lagi dengan layanan Indihome?

Iya, saya sudah cukup mengenal.

20. Brand Recall

1. Jika Anda berpikir tentang layanan internat, Apakah anda akan pertama kali berpikir tentang layanan Indihome. Karena nama layanan Indihome, mudah diingat.

Iya karena layanan Indihome itu bisa dikatakan lebih familiar dibanding layanan internet pesaing. Tetapi sejauh ini, pengalaman saya dengan Indihome cenderung lebih negatif. Meskipun, saya hanya menggunakan layanan standar untuk tempat usaha, namun untuk kebutuhan di rumah yang lebih besar saya lebih memilih penyedia lain daripada Indihome. Selain itu, dari pengalaman

teman-teman saya, mereka sering mengeluhkan tentang seringnya hilangnya sinyal dan kekurangan lainnya dari layanan Indihome. Sehingga, penggunaan Indihome seringkali dikaitkan dengan masalah sinyal yang mengganggu.

Customer Satisfaction

1. Layanan Internet stabil yang ditawarkan oleh Indihome, apakah memungkinkan anda merasa puas?

   Sejauh ini kurang stabil pada akhirnya saya merasa kurang puas.

2. Apakah efisiensi operasi internal layanan Indihome membuat Anda merasa puas?

   Kalau untuk efisiensinya cukup baik, tetapi kalau saya boleh saran lebih baik untuk ditingkatkan lagi efisiensi layanan tersebut.

3. Sistem layanan Indihome membuat Anda merasa puas?

   Saya merasa puas dengan layanan Indihome saat ini karena kebutuhan saya belum meningkat, namun jika kebutuhan saya sudah meningkat, saya merasa layanan Indihome mungkin masih kurang dengan layanan indihome yang sampai sekarang masih sama.

4. Sikap staf layanan Indihome membuat Anda merasa puas?

   Iya cukup puas, sikap staf layanan indihome memberikan sikap yang baik ketika saya membutuhkan bantuan.

5. Apakah pengetahuan dan kemampuan profesional staf layanan Indihome membuat Anda merasa puas?

Kalau untuk staf yang di kantor karena saya jarang menanyakan hal-hal yang terlalu detail saya bisa menilai itu cukup puas. Kalau staf yang di lapangan seperti teknisi yang datang, saya bisa dijelaskan lebih detail lagi tentang permasalahan yang saya alami. Jadi kalau dibandingkan di kantor sama yang datang ke lapangan saya bisa ngasih nilai yang lebih ke karyawan yang datang di lapangan.

6. Secara keseluruhan, layanan Indihome membuat Anda puas?

Secara keseluruhan saya merasa layanan indihome cukup membuat saya puas tetapi, saya merasa agak disayangkan bahwa Indihome masih belum mengalami banyak perubahan sampai sekarang. Padahal, Indihome telah menjadi pilihan yang familiar dan populer di Indonesia sejak awal, Indihome juga mempunyai harga yang terjangkau. Akan lebih baik, jika Indihome lebih memperkuat jaringannya atau lebih fokus menangani keluhan pelanggan, mungkin layanannya bisa menjadi jauh lebih baik

Customer Loyalty

21. Attitudinal loyalty:

1. Apakah anda ingin mendukung layanan Indihome lagi?

Mungkin iya saya akan mendukung layanan indihome.

2. Apakah anda akan menggunakan Indihome sebagai layanan bisnis terkait lainnya?

Keputusan saya untuk tetap menggunakan layanan Indihome bergantung pada kekuatan jaringan Indihome di lokasi bisnis saya. Jika jaringannya kuat di tempat tersebut, saya akan tetap menggunakan layanan yang sama dengan yang saya gunakan saat ini, yaitu paket internet paling rendah dari Indihome. Namun, jika jaringannya kurang memadai, saya mungkin akan mempertimbangkan untuk beralih ke penyedia lain.

3. Apakah anda akan terus mengunjungi layanan Indihome?

Iya, saya akan mengunjungi layanan Indihome.

22. Behavioural Loyalty:

1. Meskipun biaya layanan internet Indihome lebih tinggi, Apakah anda masih bersedia untuk melanjutkan pilihan Layanan internet pada Indihome?

Kalau lebih tinggi sepertinya saya tidak bersedia, soalnya ini untuk kebutuhan bisnis saya apalagi UMKM jadi saya juga harus menghitung untuk biaya pengeluarannya.

2. Apakah anda pelanggan setia layanan internet di Indihome?

Karena saya pakai internet dari provider lain jadi bisa dibilang saya bukan pelanggan setianya.

3. Apakah anda akan merekomendasikan layanan Indihome kepada teman anda?

Jika ditanya, saya cenderung lebih objektif karena saya juga menggunakan layanan dari penyedia lain. Apabila di bidang bisnis, saya akan lebih memilih layanan yang sesuai dengan kebutuhan, baik dari segi harga maupun kualitas. Jika membutuhkan layanan dengan harga terjangkau dan jaringan yang memadai, mungkin saya akan memilih Indihome. Namun, jika kualitas yang lebih baik menjadi yang utama dan siap membayar lebih tinggi, saya akan merekomendasikan untuk memilih penyedia lain yang telah saya gunakan sebelumnya.

4. Indihome adalah layanan internet terbaik pilihan anda.

Kalau untuk pilihan yang terbaik, menurut saya sepertinya masih kurang baik.

Saran: pelayanan Indihome lebih bisa ditingkatkan lagi dengan meningkatakan kecepatan dalam merespon dan kualitas pada produk seperti jaringan, sehingga dapat meningkatakan kepercayaan konsumen dan loyalitas konsumen pada layanan Indihome.

Nama Perusahaan : Toko Olahraga Mataram Sport

Posisi Jabatan : Manager Cabang Toko Olahraga Mataram Sport Seturan

Waktu menggunakan layanan Indihome : 2016 – 2023 (7 Tahun)

Service Quality

23. Reliability:

1. Apakah layanan komitmen pelanggan Indihome dapat diselesaikan secara tepat waktu?

   Layanan komitmen pelanggan indihome pada 2016 – 2018 masih sering bermasalah dalam artian komitmen pelanggan layanan indihome masih kurang sesuai, mulai 2019 layanan komitmen pelanggan indihome sudah bagus dalam menyelesaikan pelayanan secara tepat waktu, karena semakin maju teknologi dan banyaknya competitor layanan internet lain yang mungkin membuat indihome untuk dapat memperbaiki kualitas layanan agar dapat mempertahankan konsumen.

2. Jika anda mengalami kesulitan, apakah Indihome akan memberikan bantuan kepada anda?

   Tentu saja, layanan indihome memberikan bantuan ini tetapi pada awal saya menggunakan Indihome itu masih dengan menggunakan telepon lama 147, sehingga mengalami sedikit kesulitan karena terkadang harus menelepon nomor yang membutuhkan biaya dengan pulsa. Namun,

sekarang dengan menggunakan My Indihome, cukup dengan mengklik tiket, perbaikan langsung dilakukan tanpa masalah. Menurut saya sekarang tingkat kesulitanya lebih rendah daripada dahulu.

3. Apakah Indihome menyediakan layanan yang dapat dipercaya oleh pelanggan?

Tentu saja saya percaya, karena dari dulu saya menggunakan layanan Indihome bisnis saya merasa aman dengan database yang saya miliki, maka dari itu saya merasa yakin bahwa layanannya sangat dapat dipercaya.

4. Apakah Indihome mampu menyediakan layanan yang anda butuhkan dengan tepat waktu?

Saya merasa bahwa layanannya memadai dalam sebagian besar situasi, kecuali pada saat-saat darurat seperti saat terjadi bencana alam seperti angin kencang dan sebagainya. Pada waktu-waktu tersebut, pihak Indihome mungkin memerlukan waktu lebih lama untuk merespons permintaan perbaikan layanan di toko olahraga Mataram Sport. Pada masa sebelum tahun 2018, ketika belum ada pesaing yang signifikan, terkadang perbaikan layanan membutuhkan waktu hingga tiga hari. Namun, sejak tahun 2019 sebelum pandemi, penanganan masalah tersebut biasanya diselesaikan dalam waktu kurang dari satu hari karena saat ini sudah banyak pihak teknisinya. Selama ini, pelayanan di kantor mereka terbilang baik dan aman.

5. Apakah Indihome menyimpan catatan layanan pelanggan?

Menurut saya, tentu saja indihome menyimpan catatan layanan pelanggan karena saya mengerti bahwa hal itu melibatkan pengelolaan database pelanggan mereka.

24. Responsiveness:

1. Jika Indihome memiliki layanan baru, Apakah Indihome akan berinisiatif untuk menginformasikan kepada anda?

Indihome memberikan informasi yang sangat baik, bahkan kemarin mereka memperkenalkan layanan baru untuk pelanggan bisnis B2B langsung mendatangi toko atau dengan menelepon saya. Sejauh ini saya tidak merasa tertinggal dengan informasi mengenai pembaruan dari Indihome, termasuk jika ada promosi pun pihak indihome memberikan saya informasi.

2. Ketika anda membutuhkan dukungan layanan, Indihome akan dengan cepat memberikan layanan kepada anda?

Menurut saya, petugas layanan indihome sangat cepat dan tepat dalam memberikan layanan.

3. Pertugas layanan Indihome akan memberikan bantuan kepada ada?

Ya, terutama di lapangan khususnya dalam situasi yang mendesak bisa dikatakan teknisi indihome sudah mempunyai skill yang terlatih dengan baik untuk memberikan bantuan kepada pelangganya. Kalau di kantor,

pegawai indihome juga sudah mumpuni dalam memberikan saya bantuan dan memberikan solusi untuk menyelesaikan masalah yang sedang saya alami.

4. Apakah petugas layanan Indihome sering kali terlalu sibuk, dan tidak dapat segera melayani memenuhi kebutuhan anda?

Sebelum tahun 2019, saya merasakan bahwa pelayanan kurang memadai karena kurangnya petugas. Namun, saat ini menurut saya, pelayanan sudah meningkat dan terbilang memuaskan. Layanan sudah lengkap dan baik seperti yang saya harapkan.

25. Assurance:

1. Ketika Indihome menyediakan layanan akan membuat anda merasa percaya?

Saya percaya pada Indihome, baik pada pegawainya maupun teknisinya. Pastinya, semua layanan yang ditawarkan termasuk para pemangku kepentingannya dapat dipercaya. Saya merasa aman untuk berlangganan pada layanan ini.

2. Kapan Indihome menyediakan layanan yang akan membuat anda merasa aman?

Ketika indihome bisa menyelesaikan permasalahan kurang dari 24 jam, karena beberapa kali indihome kabelnya putus dan penanganan lebih dari 3x24 jam, sehingga itu dapat menjadi kendala pada toko kami.

3. Kapan Indihome menyediakan layanan yang akan membuat anda merasa nyaman?

Ketika Indihome dapat memberikan jaminan kepada pelangganya apabila terjadi masalah. Layanan Indihome ini memberikan jaminan bahwa jika terjadi kendala dalam layanannya, mereka akan menanganinya.

4. Apakah petugas servis Indihome selalu memberikan pelayanan yang baik kepada anda?

Tentu, mereka selalu berusaha memberikan pelayanan yang terbaik dengan sesuai dengan prosedur operasional standar (SOP) yang ada pada perusahaan tersebut.

26. Empathy:

1. Indihome tidak memberikan layanan Individual kepada anda?

Kalau saya itu mengikuti paket layanan yang ada di indihome sesuai dengan kebutuhan internet yang disediakan. Tetapi indihome sempet menawarkan layanan sendiri khusus B2B namun dari usahaku belum perlu pada saat ini karena bandwith nya terlalu besar dan budget juga belum mendukung.

2. Staf layanan Indihome tidak akan memberikan anda perawatan individual?

Dari yang saya ketahui, mereka juga memberikan pelayanan individu, karena tentunya mereka memiliki target yang ingin dicapai.

3. Apakah anda tidak berharap staf Indihome akan memahami kebutuhan anda?

Saya berharap agar layanan dari Indihome dapat memenuhi harapan saya. Tanpa harapan tersebut, mungkin saya tidak akan menggunakan layanan ini. Sejauh ini, Indihome selalu menyediakan solusi untuk setiap pertanyaan yang saya ajukan.

4. Apakah Indihome tidak menjadikan kepentingan anda sebagai prioritas utama?

Menurut saya Indihome memprioritaskan kepentingan pelanggan karena sekarang internet menjadi sangat penting. Jadi, mereka pasti menjadikan pelanggan sebagai prioritas utama.

5. Apakah waktu layanan Indihome tidak dapat sepenuhnya sesuai dengan kebutuhan anda?

Saya pikir, mungkin hanya dalam situasi-situasi darurat seperti saat terkena bencana, misalnya ketika ada angin kencang atau kabelnya putus. Selain itu, saya merasa aman untuk menangani kebutuhan bisnis saya.

27. Tangibility

5. Indihome memiliki fasilitas layanan yang modern?

Ya, karena mereka adalah Badan Usaha Milik Negara (BUMN), secara otomatis mereka memiliki posisi yang lebih unggul dibandingkan perusahaan swasta dalam menyediakan layanan.

6. Layanan dan fasilitas Indihome sangat menarik?

Bagi saya ya cukup menarik, karena layanan dan fasilitas indihome sekarang bisa bisa diakses melalui aplikasi my indihome sehingga hal ini dapat memudahkan pelanggan pada saat membutuhkan pelayanan.

7. Staf layanan Indihome memiliki pakaian dan penampilan yang bersih?

Saya pernah mendatangi kantor Telkom yang berada di Kota Baru Jogja selama ini saya melihat pakaian dan penampilan staff indihome itu terlihat rapih, bersih, dan sopan. Kekuranganya itu hanya lahan parkir yang kurang luas.

8. Fasilitas dan layanan Indihome yang disediakan saling melengkapi satu sama lain?

Menurut pengetahuan saya, benar bahwa Indihome memiliki layanan yang saling melengkapi satu sama lain, terutama untuk kantor cabang di seluruh Indonesia. Fasilitas yang mereka sediakan memang sudah sangat lengkap untuk mendukung kebutuhan pelanggan.

Brand Awareness

28. Brand Recognition

1. Di antara banyak layanan internet yang ada, jika dibandingkan, Apakah anda akan memprioritaskan dan mempertimbangkan menggunakan layanan Indihome?

Ya, tentu saja. Sebagai contoh, pada waktu itu saya memutuskan untuk beralih ke layanan internet dari pesaing. Namun, sampai sekarang, layanan mereka belum memuaskan. Saya berencana untuk kembali

menggunakan Indihome karena ternyata layanan internet dari pesaing tersebut selalu mati setiap pukul 9 malam. Selain itu, baru-baru ini pada bulan Februari, pesaing tersebut juga menerapkan Kebijakan Penggunaan Adil (FUP) atau kuota data bulanan. Oleh karena itu, saya merasa masih lebih menguntungkan untuk menggunakan layanan Indihome lagi. Saya telah memutuskan bahwa mungkin akan kembali menggunakan Indihome sekitar pertengahan tahun ini.

2. Apakah kantor layanan Indihome lebih banyak daripada layanan lainnya?

Ya kantor layanan Indihome lebih banyak dibandingkan dengan layanan lainnya, sehingga lebih mudah untuk melakukan kunjungan terutama pada layanan B2B memudahkan saya untuk datang langsung ke kantor.

3. Apakah pangsa layanan Indihome lebih besar daripada layanan lainnya?

Dari layanan lain pasti iya, saya lihat juga untuk proporsi dari grafiknya di tahun 2022 kemarin sih, sempat dilihat juga di berita bahwa Indihome itu pangsa pasarnya di atas 50% di Indonesia.

4. Apakah anda sudah tidak asing lagi dengan layanan Indihome?

Tidak asing lagi pastinya semua orang tau dengan layanan indihome. Saya sudah menggunakan layanan indihome dari tahun 2017 sampe 2023, dan pertengahan tahun 2024 ini saya berencana untuk kembali menggunakan layanan B2B yang disediakan oleh indihome.

29. Brand Recall

1. Jika Anda berpikir tentang layanan internat, Apakah anda akan pertama kali berpikir tentang layanan Indihome. Karena nama layanan Indihome, mudah diingat.

   Indihome ini kan melekat dengan Telkom, sebuah perusahaan telekomunikasi pertama di Indonesia. Oleh karena itu, kita menganggap Indihome sebagai layanan terbaik, terutama dalam hal internet. Keterkaitan Indihome dengan Telkom telah membuatnya menjadi sangat dikenal. Bahkan di daerah pedesaan pun, seringkali hanya layanan internet Indihome yang tersedia.

Customer Satisfaction

1. Layanan Internet stabil yang ditawarkan oleh Indihome, apakah memungkinkan anda merasa puas?

   Untuk bisnis B2B, kami memerlukan sinyal yang kuat berbeda dengan pengguna individual. Pengguna individual mungkin tidak menggunakan jaringan dengan kualitas yang sama atau tidak memiliki bandwidth yang didedikasikan secara khusus. Namun, dengan paket layanan bisnis Indihome, kami mendapatkan layanan yang lebih baik, termasuk bandwidth yang didedikasikan sehingga bisa dikatakan internet yang ditawarkan oleh indihome itu stabil.

2. Apakah efisiensi operasi internal layanan Indihome membuat Anda merasa puas?

Tentu saja saya merasa puas, karena efisiensi membuat operasional menjadi lebih mudah dan lancar. Jika tidak efisien, maka birokrasi akan menjadi lebih rumit.

3. Sistem layanan Indihome membuat Anda merasa puas?

Iya pastinya, terutama di sistem layanan aplikasinya sekarang dan webnya.

4. Sikap staf layanan Indihome membuat Anda merasa puas?

Sejauh ini saya merasa puas, tapi di tahun 2018 ke bawah itu sikap staff layananya masih kurang bagus sehingga membuat saya menjadi kurang puas.

5. Apakah pengetahuan dan kemampuan profesional staf layanan Indihome membuat Anda merasa puas?

Pengetahuan dan kemampuan profesional staf layanan Indihome membuat saya puas. Semakin mereka memberi perhatian kepada kebutuhan kami, semakin puas kami sebagai pelanggan.

6. Secara keseluruhan, layanan Indihome membuat Anda puas?

Ya, menurut penilaian saya dari skala 1 hingga 10, layanan Indihome ini dapat saya nilai sekitar 9. Dapat dikatakan bahwa layanan tersebut sudah cukup baik.

Customer Loyalty

30. Attitudinal loyalty:

1. Apakah anda ingin mendukung layanan Indihome lagi?

Yes of course, saat ini saya sedang merencanakan untuk kembali menggunakan layanan Indihome, terutama karena harga paketnya sekarang sangat kompetitif dibandingkan dengan pesaing lainnya. Sebelumnya, saya sempat beralih ke pesaing karena harganya yang sangat tinggi pada saat itu, serta batasan penggunaan data (FUP) yang diterapkan. Namun, sekarang saya merasa bahwa harga Indihome telah kembali normal dan saya merasa nyaman untuk kembali menggunakan layanan mereka.

2. Apakah anda akan terus mengunjungi layanan Indihome?

Ya saya akan mengunjungi jika memang dibutuhkan ya.

31. Behavioural Loyalty:

1. Meskipun biaya layanan internet Indihome lebih tinggi, Apakah anda masih bersedia untuk melanjutkan pilihan Layanan internet pada Indihome?

Untuk saat ini, harga layanan Indihome sudah stabil dan tidak seberapa tinggi seperti sebelumnya. Saya merasa yakin untuk melanjutkan penggunaan layanan Indihome karena, di sisi lain, saya juga mengetahui bahwa Indihome memiliki kecepatan yang sangat baik ketika menggunakan server luar negeri.

2. Apakah anda pelanggan setia layanan internet di Indihome?

Kalau untuk layanan B2B saya sempat beralih ke pesaing, tetapi untuk penggunaan individu, saya telah menggunakan layanan Indihome sejak tahun 2015.

3. Apakah anda akan merekomendasikan layanan Indihome kepada teman anda?

Dari skala 1 hingga 10, saya mungkin memberikan peringkat sekitar 8,5 dan akan merekomendasikan layanan Indihome kepada teman saya, tergantung pada kebutuhan mereka.

4. Indihome adalah layanan internet terbaik pilihan anda.

Iya, betul sekali.

Saran: Untuk sementara tidak ada, tapi kalo boleh saran ditambahin beberapa responden agar hasil datanya maksimal.

Nama Perusahaan : PT Jaring Semesta Berdaya (Semesta Group)

Posisi Jabatan : Managing Director

Waktu menggunakan layanan Indihome : 2 Tahun

Service Quality

32. Reliability:

1. Apakah layanan komitmen pelanggan Indihome dapat diselesaikan secara tepat waktu?

Dalam pengalaman saya, tidak bisa diselesaikan secara tepat waktu karena Indihome itu, kalau aku tidak salah, mempihak ketiga kan teknisinya ke yang lain. Sehingga kemudian masing-masing perusahaan outsourcing yang berkaitan dengan Indihome, mungkin punya kualifikasi standar yang berbeda. Selain itu juga masalah pada time response. Mungkin karena ini penyakit perusahaan-perusahaan yang memiliki klien besar, karena market share Indihome itu termasuk besar.

2. Jika anda mengalami kesulitan, apakah Indihome akan memberikan bantuan kepada anda?

Seperti pada umumnya, ada kasus dimana gangguan itu diadukan dengan cepat dan dapat respon dengan cepat. Tapi juga ada kasus dimana gangguan yang kami adukan, responnya itu lama dan harus bersih tegang dulu, baru kemudian dibalas. Hal ini jelas sangat mengganggu karena kalau

kami di sini itu kami gunakan untuk bisnis, jadi kami tidak bisa bila menunggu terlalu lama. Tapi semua keluhan pasti direspon, Cuma yang jadi kendala selama ini itu pada time responnya.

3. Apakah Indihome menyediakan layanan yang dapat dipercaya oleh pelanggan?

Kalau saya boleh jujur, dapat dipercaya ketika belum menjadi pelanggan, kata-katanya sepertinya bisa dipegang dan bisa dipercaya. Tapi setelah menjadi pelanggan kok kayaknya susah ya untuk dapat dipercaya.

4. Apakah Indihome mampu menyediakan layanan yang anda butuhkan dengan tepat waktu?

Sangat mampu harusnya, karena Indihome itu memiliki beberapa syarat perusahaan yang menjadi market leader ya. Satu, walaupun ini mungkin pasti ditolak ya, Indihome itu kan monopoli yang memonopoli market sebenarnya. Karena dia berafiliasi dengan telkom, walaupun anak perusahaan tapi jaringannya ada diseluruh indonesia. Yang kedua, ini merupakan player lama, jadi sebenarnya sudah banyak pengalaman technical maupun non-technical yang seharusnya di level Indihome, kualitas layanannya bisa lebih baik.

5. Apakah Indihome menyimpan catatan layanan pelanggan?

Ya, biasanya setiap perusahaan itu menyimpan catatan layanan pelanggan ya dalam database mereka karena ini penting untuk berbagai alasan, termasuk pengelolaan akun pelanggan, pemrosesan pembayaran,

penjadwalan perbaikan atau pemeliharaan untuk menyediakan layanan pelanggan yang lebih baik secara keseluruhan.

33. Responsiveness:

5. Jika Indihome memiliki layanan baru, Apakah Indihome akan berinisiatif untuk menginformasikan kepada anda?

Ya menurut saya Indihome harus begini, pelanggan itu harus di treat sebagai keluarga. Dalam bahasa marketing kita sebutnya sebagai community, atau bagaimana caranya membuat loyal customer. Salah satunya adalah mengelolanya dalam sebuah komunitas yang syarat dengan kegiatan-kegiatan yang melibatkan mereka. Jadi berinteraksinya dengan pelanggan bukan hanya karena ada maunya. Mungkin bisa dengan cara memberikan kesempatan pertama, trial pertama. Trial dengan jumlah terbatas, trial dengan harga khusus, trial produknya dengan benefit tambahan misalnya gitu.

6. Ketika anda membutuhkan dukungan layanan, Indihome akan dengan cepat memberikan layanan kepada anda?

Dalam pengalaman saya sejak berlangganan menggunakan layanan indihome itu ada kasus dimana gangguan itu diadukan dengan cepat dan dapat respon dengan cepat. Tetapi sering kali kami harus menunggu lama untuk mendapatkan respons.

7. Pertugas layanan Indihome akan memberikan bantuan kepada ada?

Kalau untuk memberikan bantuan itu pasti memberikan dan dapat menangani setiap keluhan pelanggan tetapi untuk kecepatan dalam merespons atau mengatasi kendala itu bisa dibilang cukup ya soalnya ada kalanya respons dari pihak indihome itu membutuhkan waktu yang lama dan ada kalanya juga respon aduan tentang kendala yang kami hadapi dapat ditangani dengan cepat.

8. Apakah petugas layanan Indihome sering kali terlalu sibuk, dan tidak dapat segera melayani memenuhi kebutuhan anda?

Iya menurut saya sering kali terlalu sibuk, ketika saya mengalami kendala yang harus diperbaiki secara cepat karena untuk menunjang kebutuhan bisnis saya, biasanya pihak indihome tidak dapat menangani kendala tersebut dengan on time sesuai aduan karena mungkin banyak antrian.

34. Assurance:

1. Ketika Indihome menyediakan layanan akan membuat anda merasa percaya?

saya masih merasa ragu untuk percaya dengan layanan ini karena implementasi kenyataan itu berbeda dengan yang dijanjikan pada saat awal saya menggunakan layanan.

2. Kapan Indihome menyediakan layanan yang akan membuat anda merasa aman?

Ketika indihome mudah dihubungi, ketika indihome mudah diperoleh informasinya, ketika indihome itu mempunyai harga yang bersahabat, ketika indihome menawarkan banyak promo.

3. Kapan Indihome menyediakan layanan yang akan membuat anda merasa nyaman?

Saya merasa nyaman ketika indihome mudah dihubungi dan dapat memberikan feedback dengan cepat tentang apa yang sedang saya adukan.

4. Apakah petugas servis Indihome selalu memberikan pelayanan yang baik kepada anda?

Kalo ini jawabanya saya subjektif ya karena ada beberapa petugas servis yang memberikan pelayanan baik dan ada juga yang kurang baik dalam melayani pelanggan.

35. Empathy:

1. Indihome tidak memberikan layanan Individual kepada anda?

Tidak, di indihome itu sepertinya tidak memberikan layanan yang sepenuhnya sesuai dengan preferensi yang spesifik sesuai kebutuhan bisnis saya.

2. Staf layanan Indihome tidak akan memberikan anda perawatan individual?

Iya tidak memberikan perawatan individual karena layanan yang ada pada indihome itu sudah sesuai paket dan kategorinya.

3. Apakah anda tidak berharap staf Indihome akan memahami kebutuhan anda?

Saya berharap sebagai pelanggan pastinya membutuhkan layanan yang dapat memahami kebutuhan dan permasalahan yang dihadapi setiap pelanggan.

4. Apakah Indihome tidak menjadikan kepentingan anda sebagai prioritas utama?

Sepertinya tidak ya, soalnya ketika saya membutuhkan bantuan sering kali pihak indihome terlalu sibuk dalam hal merespon keluhan yang saya adukan, mungkin karena banyaknya antrian.

5. Apakah waktu layanan Indihome tidak dapat sepenuhnya sesuai dengan kebutuhan anda?

Iya, karena terbatasnya waktu kantor dan mungkin banyak antrian sehingga hal ini dapat menjadi kendala dalam menyelesaikan permasalahan disuatu waktu.

36. Tangibility

1. Indihome memiliki fasilitas layanan yang modern?

Menurut saya saat ini fasilitas layanan indihome cukup modern karena terdapat layanan online pada aplikasi my indihome.

2. Layanan dan fasilitas Indihome sangat menarik?

Kurang menarik menurut saya ya.

3. Staf layanan Indihome memiliki pakaian dan penampilan yang bersih?

Sejauh ini staf layanan indihome memiliki penampilan yang cukup rapi dan bersih.

4. Fasilitas dan layanan Indihome yang disediakan saling melengkapi satu sama lain?

Kurang saling melengkapi satu sama lain karena keterbatasan SDM, ketidakselarasan antara fasilitas dan layanan yang disediakan.

Brand Awareness

37. **Brand Recognition**

1. Di antara banyak layanan internet yang ada, jika dibandingkan, Apakah anda akan memprioritaskan dan mempertimbangkan menggunakan layanan Indihome?

Belum tentu saya mempertimbangkan menggunakan layanan indihome karena belajar dari pengalaman, sehingga saya susah untuk percaya dengan layanan ini.

2. Apakah kantor layanan Indihome lebih banyak daripada layanan lainnya?

Iya, karena indihome sudah cukup familiar di seluruh masyarakat ya pastinya kantor layanan ini lebih banyak dibanding layanan dari provider lain.

3. Apakah pangsa layanan Indihome lebih besar daripada layanan lainnya?

Iya, karena jangkauan layanan indihome lebih besar dibanding layanan lain.

4. Apakah anda sudah tidak asing lagi dengan layanan Indihome?

Iya saya sudah familiar dengan layanan internet yang disediakan oleh indihome.

38. Brand Recall

1. Jika Anda berpikir tentang layanan internet, Apakah anda akan pertama kali berpikir tentang layanan Indihome. Karena nama layanan Indihome, mudah di ingat.

Dalam bahasa komunikasi yang kamu tanyakan itu sebut top of mind. Dulu mungkin ketika pilihan itu tidak banyak, maka mudah sekali menjadikan Indihome itu menjadi top of mind. Indihome, koneksi, speedy, pokoknya semua produk Telkom semua itu menurutku adalah salah satu privilege yang dimiliki oleh Indihome. Sehingga kalau ditanya brand recall, dulu itu mudah menjadikan Indihome itu menjadi top of mind. Tapi sekarang, ketika market tidak lagi didominasi oleh Telkom, banyak player-player non-telko, non-operator telko yang bermain. Di situ kayak bisnet, belum lagi yang lokal-lokal seperti medianet, terus first media, dan lain-lain. Orang kemudian menjadi banyak pilihan. Dan musuh terbesar dari brand recall itu adalah ketika experience kita yang sudah menginternalisasi dalam diri kita itu. Kemudian diganggu dengan experience yang baru, yang lebih

menyenangkan, lebih membekas dari sisi pelayanan, lebih cepat dalam memberikan tanggapan, solusi, dan lain-lain. Nah, dari situ top of mind itu bisa berubah. Pada, di titik itulah saya melihat itu terjadi sekarang dengan Indihome.

Customer Satisfaction

1. Layanan Internet stabil yang ditawarkan oleh Indihome, apakah memungkinkan anda merasa puas?

   Sejauh ini saya merasa cukup puas dengan layanan internet stabil yang diberikan oleh indihome.

2. Apakah efisiensi operasi internal layanan Indihome membuat Anda merasa puas?

   Cukup membuat saya merasa puas, tetapi akan lebih baik apabila layanan efesiensi lebih ditingkatkan lagi.

3. Sistem layanan Indihome membuat Anda merasa puas?

   Sejauh ini untuk sistem layanan indihome cukup membuat saya merasa puas.

4. Sikap staf layanan Indihome membuat Anda merasa puas?

   Untuk teknisi yang datang langsung ke lapangan cukup membuat saya merasa puas, karena mereka dapat menangani keluhan yang saya hadapi dengan baik.

5. Apakah pengetahuan dan kemampuan profesional staf layanan Indihome membuat Anda merasa puas?

Cukup merasa puas karena setiap staf dan teknisi pasti sudah kompeten dibidangnya sehingga mereka mampu memberikan feedback yang baik dan jelas tentang kendala yang sedang saya hadapi.

6. Secara keseluruhan, layanan Indihome membuat Anda puas?

Untuk keseluruhan saya masih ragu ya karena kualitas pelayanan yang diberikan sering kali membuat saya kecewa.

Customer Loyalty

39. Attitudinal loyalty:

1. Apakah anda ingin mendukung layanan Indihome lagi?

Mungkin saya akan mendukung layanan indihome lagi jika mereka dapat memperbaiki kualitas layanan dalam merespons keluhan setiap pelanggan dengan cepat.

2. Apakah anda akan menggunakan Indihome sebagai layanan bisnis terkait lainnya?

Untuk saat ini mungkin saya akan menggunakan indihome sebagai layanan bisnis terkait lainnya sesuai dengan kebutuhan bisnis.

3. Apakah anda akan terus mengunjungi layanan Indihome?

Saya merasa masih ragu ya untuk terus mengunjungi layanan indihome.

40. Behavioural Loyalty:

1. Meskipun biaya layanan internet Indihome lebih tinggi, Apakah anda masih bersedia untuk melanjutkan pilihan Layanan internet pada Indihome?

Tentu tidak jawabannya. Saya pasti akan mempertimbangkan untuk pindah ke provider yang lainnya. Karena above the all, price still menjadi main concern gitu ya. Baik secara individu maupun secara lembaga. Kalau dari sisi institusi dituntut efisiensi, kalau dari sisi individu dituntut untuk balance antara pemasukan dan pengeluarannya. Kalau misalnya Indihome akan menaikkan biaya lebih tinggi, mungkin jawabannya saya akan langsung melakukan komparasi. Tapi kalau semua pihak menaikkan secara bersamaan harganya 11-12 gitu, mungkin saya masih akan mempertimbangkan.

2. Apakah anda pelanggan setia layanan internet di Indihome?

Bisa dibilang iya karena saya sudah berlangganan menggunakan layanan internet indihome selama 2 tahun, tetapi saya juga menggunakan layanan internet dari provider lain untuk membandingkan segi kualitas layanannya.

3. Apakah anda akan merekomendasikan layanan Indihome kepada teman anda?

Ya saya akan merekomendasikan sesuai kebutuhan yang diperlukan oleh teman saya.

4. Indihome adalah layanan internet terbaik pilihan anda.

Kalau untuk layanan internet terbaik saat ini saya masih merasa ragu-ragu ya.

Saran: Perbaiki bisnis proses, tingkatkan kualitas SDM, lebih banyak mendengarkan keluhan pelanggan, dan terus melakukan inovasi.