



## **IM3 STORE SERVICE QUALITY ON CUSTOMER SATISFACTION**

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### **ABSTRACT**

A company that wants to develop and gain a competitive advantage must be able to provide products in the form of quality goods or services and good service to customers from its competitors. The quality of IM3 outlet service received by IM3 prepaid or postpaid card users is felt to be still less than optimal, as can be seen from the complaints of several IM3 prepaid card users who stated that there were frequent disturbances from the provider, such as interference with outgoing and incoming SMS, interference with credit top-ups, signal interference, telephone, internet etc. Based on this reality, an interesting problem arises to be researched, namely whether the service quality of IM3 outlets affects customer satisfaction. The aim of the research is to determine whether there is an influence of outlet service quality on IM3 card customer satisfaction. The method used by the author is the convenience sampling method. Data analysis uses the results of the questionnaire described. This research is descriptive because it aims to create a description. The sample taken was 10 respondents who used IM3 prepaid cards. The variables in this research are service quality as an independent variable and consumer loyalty as the dependent variable, as well as consumer satisfaction as a mediating variable.

Keywords : Operational definition, customer satisfaction, convenience sampling

### **INTRODUCTION**

Communication is an instrument for establishing relationships with other people. Different community activities cannot be separated from communication, from doing business to staying in touch with fellow colleagues. This is the first example of telecommunications via



fixed telephone (Fixed Line) operated in Indonesia by PT Telkom, a state-owned company. In the early 1990s, the first cellular telephone was introduced in Indonesia. In this case, communication is quite important for every individual. Currently, communication is a basic human need and for every individual. Therefore, communication is currently used in various activities that support everyone's daily activities. As daily life becomes increasingly complex, the need for communication becomes increasingly urgent. Everyone wants to be able to carry out communication activities effectively and efficiently. As a result of businesses' efforts to understand the needs and desires of their customers, communication technology has emerged that makes it easier for everyone to build close relationships. This can be done wherever we are, but initially it can only be done in one place. This communication technology capability includes cell phones or cell phones. Cell phones cannot be used according to their intended purpose without using a SIM card or what we usually call a starter card. Different from the starter cards we know today, starter cards come in various forms from each company that produces them. For example, the Starter Card from PT. Indosat Ooredoo Hutchison offers prepaid products such as Im3 and postpaid, namely Prime.

Every business must consider the needs of its customers to be successful in the business world. Because consumer loyalty is the main and most important factor in determining the success of every business ( R.Mohammad , 2021). Consumer/user feedback is the extent to which product development is in line with buyer expectations. Apart from the quality of work, the services provided include sending signals, sending packages clearly, and customer service which always provides easy access to members, but price also has a negative impact on consumer loyalty. Currently, Indonesia has four operators that reliably serve 230 million customers. Based on information contained on Detiknet.com, the registered cellphone providers are Telkomsel, Indosat Ooredoo Hutchison, XL Axiata, and Smartfen. The specific competitive situation in the telecommunications industry is reported by individual operators from various SIM card manufacturers. Each operator focuses on providing innovative product features and services, competitive pricing and delivery, and effective marketing and distribution strategies . Therefore, product quality (goods and/or services) and service quality can be a source of pride for customers. IM3 works as hard as possible to provide the best service to customers. As previously mentioned, IM3 provides internet services such as GPRS which makes it easier for users to access the internet via mobile devices. IM3 is able to offer affordable rates and costs



for telephone calls that can be made by every member of the group, as well as bonuses and incentives that can attract customers. Moreover, the guarantee is that it has the best quality and can be made throughout Indonesia. IM3 also always responds quickly and efficiently when providing information to each customer . Apart from that, as a means of getting IM3 services, each region has its own sensor branch. The IM3 starter card is also easily absorbed by Indonesian regional authorities. Noting that customers usually have different opinions about each product a company sells. They become more selective in choosing the products they buy. When purchasing a starter card, customers usually evaluate the quality of service or support provided by the product. Therefore, one of the factors that influences the profitability and quality of a company is its ability to provide customer service (Cahyani, 2016).

Based on the reasons above, the author feels interested in conducting scientific research regarding customer behavior in using SIM cards. For this reason, the author is interested in conducting research with the title " IM3 Store Service Quality on Customer Satisfaction".

## **METHOD**

The operational definition of a variable is the boundaries and method of measuring the variable to be studied (Fatonah, 2021). Operational definitions are created to facilitate and maintain consistency in data collection, avoid differences in interpretation and limit the scope of variables

### **1. Independent Variable**

Service quality is defined as how far the difference is between reality and customer expectations for the services they receive/obtain (R Sediawan, 2015). There are 6 (four) question items regarding service quality, namely:

#### **A. Tangibles**

- 1) The IM3 starter card has complete and attractive features (according to your needs).
- 2) We have encountered many IM3 outlets in every region.
- 3) IM3 prepaid cards are easy to get at HP counters.
- 4) IM3 credit refills are easy to get at every credit counter.



**B. Reliability**

- 1) IM3 always provides services in accordance with the promises made in the IM3 prepaid card advertisement.
- 2) IM3 is always ready and responsible in handling consumer problems.
- 3) IM3 always provides service and resolves every consumer complaint on time.
- 4) IM3 always provides information about the services promised to be realized.

**C. Responsiveness**

- 1) IM3 always provides services quickly and precisely according to your needs and desires.
- 2) IM3 is always quick in resolving consumer complaints.
- 3) Always ready to respond to customer complaints via toll-free customer service
- 4) IM3 always improves its network quality and regional coverage

**D. Assurance**

- 1) IM3 signal quality is very good, in all areas.
- 2) Maintain full trust in consumers regarding the promises conveyed through advertising.
- 3) Friendliness in serving every customer.
- 4) The ability to innovate in technological development is very high.

**E. Empathy**

- 1) Providing more attention in serving IM3 prepaid card customers.
- 2) Understand consumer wants and needs.
- 3) IM3 opens 24-hour customer service via toll-free telephone.
- 4) IM3 always shows its commitment to IM3 customers.

**2. Dependent Variable**

The dependent variable in this research is consumer loyalty towards purchasing IM3 starter cards. Consumer loyalty is a condition where consumers have a positive attitude towards a



brand and intend to continue purchasing it in the future using indicators to measure repeat purchases and recommendations. The attributes included include:

- A. I am very satisfied with the service that IM3 has provided.
- B. I like the service that IM3 has given me.
- C. IM3 is the right choice as a mobile phone number.
- D. IM3 has always been the main choice for using prepaid cards.

### 3. Mediation Variables

According to N Lestari (in company value, 2018) intervening variables are variables that theoretically influence the relationship between the independent variable and the dependent variable into an indirect relationship that cannot be observed and measured. This variable is an intervening variable / between the independent variable and the dependent variable, so that the independent variable does not directly influence the change or emergence of the dependent variable. The attributes included include:

- A. I will always use IM3 as my mobile phone number.
- B. I would recommend my relatives or close friends to use the IM3 card.
- C. I am not affected by rates or attractive programs from other prdana cards.
- D. I love using the IM3 prepaid card.

This research is descriptive research with a qualitative approach. This research is descriptive in nature because it aims to create a description , a systematic or detailed picture of customer responses to the service quality of IM3 outlets Researchers used the results of questionnaires to respondents. There were 10 respondents as the research sample. The sampling method used is convenience sampling. Data analysis uses the results of the questionnaire described in the research results, then the researcher draws conclusions (Sugiyono, 2019).

## **RESULTS AND DISCUSSION**

Based on the research results, 9 respondents answered in agreement with the statement: Give more attention to serving IM3 prepaid card customers. 10 people answered agreeing with the statement I will always use IM3 as my cell phone number. 10 people answered agreeing



with the statement I would recommend my relatives or close friends to use the IM3 card. 10 people answered agreeing with the statement I am not influenced by attractive rates or programs from other starter cards.

For the dependent variable satisfaction, 10 people answered agreeing with the statement I am very satisfied with the services provided by IM3. 10 people answered agreeing with the statement I like the service IM3 provides me. 10 people answered agreeing with the statement that IM3 is the right choice as a cell phone number. 10 people answered agreeing with the statement that IM3 is always the first choice when using prepaid cards.

So it can be concluded that service quality influences customer satisfaction. Service quality cannot be assessed by comparing customers' expectations of the service they receive with the service they actually receive. Therefore, service quality can be determined by comparing customers' perceptions of the services they actually receive or use with the services they actually expect to receive or desire. In other words, a service can be said to be quality. If the results are more than expected, then some services can be described as dumb services and some services as non-mute. If the information is less than expected, the service may be considered unreliable. On the other hand, because all services in this category are categorized based on the same criteria, the service is called inclusive (JE Kawooan, 2021). It can be observed that the average quality of work can be indicated by the comparison between the expected and actual quality of work. Quality refers to any action or task that an organization can assign to another organization, which, at first glance, cannot be justified and does not reduce any ownership. The production process may or may not be related to a single physical product. Quality service refers to the manufacturer's ability to meet customer needs and desires without exceeding customer expectations. . (Kotler, 2018) Five factors that influence service quality:

1. Reliability is the ability to perform promised services reliably and accurately.
2. Responsiveness is the willingness to help customers and provide timely service.
3. Assurance is the knowledge and courtesy of employees and their ability to demonstrate trust and confidence.
4. Empathy is the condition of paying attention to and providing personal care for customers.



5. The appearance of physical facilities , equipment, personnel and communication materials.

The following is a discussion of each hypothesis from the results of the analysis that has been carried out, namely as follows:

1. Service quality factors have a negative effect on the validity period of consumer cards (IM3). This shows that there is a significant influence of Service Quality on Customer Satisfaction. This shows that good customer service can have a positive impact on the level of customer satisfaction with certain purchases.
2. Service quality factors have a negative effect on the validity period of consumer cards (IM3). It can be concluded that Customer Satisfaction is significantly influenced by Service Quality. This shows that customers who receive high quality service can positively influence the level of service satisfaction with certain purchases.

## **CONCLUSION**

Based on the results of the research and discussion, the following conclusions can be drawn :

1. Service quality influences consumer loyalty.
2. Service quality influences consumer satisfaction.
3. Consumer satisfaction influences consumer loyalty.
4. Consumer satisfaction has an effect as a mediator between service quality and consumer loyalty.

## **SUGGESTION**

From the conclusions outlined above, there are several suggestions that might be constructive, including:

1. If IM3 maintains the company's reputation and overcomes or predicts frequent disruptions, such as signal interference, difficulty sending and receiving SMS at certain times, etc., then IM3's performance will be better. As a result, client loyalty will continue to increase.



2. By providing excellent customer service and meeting customer needs and desires, IM3 must further increase customer satisfaction.
3. IM3 should further increase consumer loyalty, through programs that can attract the hearts of its consumers, so that consumer loyalty can be created.

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