

The Effect of Service Quality and Promotion on Telkomsel Customer Satisfaction (A Study of College Students in Bandar Lampung)

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Abstract

Indonesia has many providers offering internet access services and conveniences, one of which is Telkomsel. In using Telkomsel cards, consumers consider several factors. This study aims to determine the impact of several factors on customer satisfaction with Telkomsel provider cards in Bandar Lampung, particularly among university students. The factors studied include service quality and promotion. This study uses explanatory research with a quantitative approach. The research population consists of Telkomsel card customers and students in Bandar Lampung. The sampling technique used is proportional stratified random sampling by selecting 10 universities in Bandar Lampung and 100 respondents selected as research samples. Data were obtained through the distribution of questionnaires to respondents. The data analysis techniques used included descriptive analysis, classical assumption testing, and multiple linear regression analysis using the SPSS Statistics 30 application program. The results of the study showed that, partially, service quality and promotion had a significant effect on customer satisfaction. Then, simultaneously, service quality and promotion together had a significant effect on customer satisfaction.

Keywords: service quality, promotion, customer satisfaction, Telkomsel



INTRODUCTION

Technological progress has helped improve market performance around the world, including in developing countries. Because of this, many companies are trying to find the best ways to reach customers and grow their businesses slowly and effectively. One area that has been affected by these changes is the telecommunications industry. To help people use mobile phones better, new tools like internet data cards have been introduced. These cards let users access the internet and social media. As more people use the internet, it has created more competition among mobile service providers. To stay competitive, companies are creating data packages that make internet access cheaper than using traditional credit methods (Amanda Christiani et al., 2024).

In Indonesia, several big mobile phone companies are important in the telecom industry. The most preferred companies include Telkomsel/Simpati/Halo, Indosat Ooredoo/3, XL Axiata/Axis, and Smartfren. These rankings come from a survey done by the Indonesian Internet Service Providers Association (APJII) in early 2023. The table shows that Telkomsel is the most popular choice, with 40.27% of users. Indosat Ooredoo follows with 33.4%, then XL Axiata with 21%, and Smartfren with 5.32%. This means that over 40% of Indonesian users rely on Telkomsel's network to access the internet through their mobile devices.

Customer satisfaction is influenced by several things, such as the quality of the product or service, how well the service is delivered, the customer's mood, the price, and the overall cost (Nurani & Evianah, 2019). People who are happy with Telkomsel's service are more likely to use it again or choose it for future needs. But if they are unhappy, they are more likely to switch to another provider, which can hurt Telkomsel's business.

Customers often compare the quality of a company's service to see if it's better or worse. When they feel that the service isn't meeting their expectations, they become dissatisfied. This can lead them to react negatively to the product or company (Hidayah & Sumiyarsih, 2018). For service-based companies, satisfying customers means offering high-quality service (Service Quality) (Yamit, 2014). A study by Suryani et al. (2022) found that good service quality has a positive and strong effect on customer satisfaction.

Promotion also plays a big role in customer satisfaction. It's an important part of marketing because it gives customers useful information, reminds them about products or services, or encourages them to buy. Customer satisfaction can come from feeling convenient or interested in a product, especially when there are discounts or promotions that help them. Brands that often use discounts in their promotions may end up making customers happier (Van Der Saar, Siallagan & Khalid, 2023). A study by Sarwini &

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Rismawati (2022) showed that promotions have a positive and strong influence on customer satisfaction. However, another study by Muhammad & Melinda (2021) found that promotions don't affect customer satisfaction.

Many previous studies show different results, which suggests there are some inconsistencies. This means there are still areas that need more research. Based on the background, the pre-survey, and the research gaps mentioned earlier, the author will carry out an analysis on the topic: "The Effect of Service Quality and Promotion on Telkomsel Customer Satisfaction (A Study of College Students in Bandar Lampung)."

OBJECTIVES

This article intends

1. To determine the effect of service quality on customer satisfaction.
 2. To determine the effect of product quality on customer satisfaction.
 3. To determine the effect of promotion on customer satisfaction.
 4. To determine the effect of price on customer satisfaction.
 5. To determine the simultaneous effect of service quality, product quality, promotion, and price on customer satisfaction.
- Negotiation skills have numerous benefits.

LITERATURE REVIEW

Marketing

Marketing is involved in many parts of society, both in the economy and in social areas. It helps products move from those who make them to the people who use them, and this process helps create important jobs for the community (Rasam et al., 2018). Because of this, marketing plays a big role in helping a community earn money. Also, marketing is essential for businesses because it helps meet the needs and wants of people by offering products that are meant to help consumers. The main goal of marketing is to help a company make more money.

Laksana (2019) says that marketing is when sellers and buyers come together to trade goods or services. So, the idea of a market isn't just a physical place anymore—it's more about the activity where sellers and buyers meet to offer products to people. Tjiptono and Diana (2020) explain that marketing is the process of making, sharing, selling, and setting prices for goods, services, and ideas, in a way that helps create good relationships with customers.

Kotler et al. (2022) define marketing as finding out and satisfying people's social needs in a way that supports the goals of an organization. On the other hand, the

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American Marketing Association (AMA) describes marketing as the activities and processes that an organization uses to create, share, and provide value to customers, while also looking after customer relationships in a way that helps the organization.

Marketing Mix

According to Kotler et al. (2024), the marketing mix is a set of controllable tactical marketing tools that a company uses to achieve the desired response in the target market. It includes all the actions a company can take to influence demand for its product. The marketing mix is organized into four variables known as the "4P": Product, Price, Place, and Promotion.

Customer Satisfaction

According to Kotler et al. (2022), satisfaction is how a person feels happy or upset after comparing how well a product works or how good the result is with what they expected. Satisfaction shows whether the product did what it was supposed to do and if the customer is happy or unhappy. If the product does exactly what was expected, the customer is satisfied. If the product does better than expected, the customer feels really happy. According to Irawan (2002), satisfaction is when a person feels that a product or service matches their expectations. So, if a customer feels their expectations weren't met, they will be dissatisfied. On the other hand, if their experience matches or goes beyond what they expected, they will be satisfied.

Service Quality

According to Garvin and Davis, as mentioned in Nasution's book (2015), quality is a changing condition that involves products, people, processes, and the environment, and it meets or exceeds customer expectations. Crosby, as stated in Nasution's book (2015), defines quality as meeting requirements, meaning the product follows certain standards. A product has quality when it meets the set standards, which include the raw materials used, the production process, and the final product. Meanwhile, according to Tjiptono and Gregorius (2020), service quality is the action taken by service providers to customers with the goal of meeting their needs according to their expectations and desires. This means that service quality is about how well an organization meets the customer's needs and desires.



Promotion

In marketing goods or services, promotion is a vital element of the marketing mix. While the term "promotion" is sometimes used interchangeably with sales, its true meaning revolves around the act of promoting. According to Kotler et al. (2024), promotion refers to activities that communicate the advantages of a product and persuade target customers to make a purchase. Promotion is an activity that conveys the benefits of a product and encourages target customers to buy it. One factor that drives sales success is promotion; it is used by companies to introduce their products to the general public with the aim of increasing public awareness of the product and also providing information about its benefits. Experts offer various definitions of promotion.

Experts provide various definitions of promotion. Hermawan (2012) states that "Promotion is a priority component of marketing activities that informs customers that the company is launching a new product and entices them to make a purchase." Daryanto (2011) states that "Promotion is the final activity in the marketing mix, which is crucial because most markets are predominantly buyer markets, where the final decision to make a purchase is heavily influenced by consumers."

RESEARCH METHODOLOGY

In this study, the researchers used a quantitative explanatory method. They gathered data using questionnaires and analyzed the results with SPSS for Windows version 30. Quantitative methods are used when data can be shown in numbers. The study was carried out by sending questionnaires through Google Forms to a group of 67,302 students in Bandar Lampung, who came from 10 different universities. They calculated the sample size as 99.85 using the Slovin formula. To select the participants, they used a proportional stratified random sampling method, which randomly and proportionally divided the population into groups (Sugiyono, 2022). The criteria for selecting participants were students who lived in Bandar Lampung and used Telkomsel services.

The questionnaire had questions on a Likert scale, with options ranging from 1 (strongly disagree) to 5 (strongly agree). These were used to collect data. To ensure the quality of the instrument, they used several testing techniques, such as validity and reliability tests. They also performed classical assumption tests, which included checking for normality, heteroscedasticity, and multicollinearity. The data analysis included descriptive statistical methods and multiple linear regression analysis. Descriptive statistics involved calculating the mean, median, and mode. For hypothesis testing, they

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used the t-test for partial analysis and the F-test for simultaneous analysis. The final step was to assess the coefficient of determination.

RESULT

Instrument Testing Technique Results

Validity Test

Table 1. Validity Test Result

Variable	Item Code	Count r	Table r	Description
Customer Satisfaction (Y1)	YKP1	0,754	0,361	Valid
	YKP2	0,823	0,361	Valid
	YKP3	0,706	0,361	Valid
	YKP4	0,708	0,361	Valid
	YKP5	0,672	0,361	Valid
	YKP6	0,654	0,361	Valid
	YKP7	0,790	0,361	Valid
	YKP8	0,833	0,361	Valid
	YKP9	0,708	0,361	Valid
	YKP10	0,773	0,361	Valid
Service Quality (X1)	X1KP1	0,813	0,361	Valid
	X1KP2	0,795	0,361	Valid
	X1KP3	0,859	0,361	Valid
	X1KP4	0,749	0,361	Valid
	X1KP5	0,842	0,361	Valid
Promotion (X2)	X2P1	0,757	0,361	Valid
	X2P2	0,895	0,361	Valid
	X2P3	0,804	0,361	Valid
	X2P4	0,628	0,361	Valid
	X2P5	0,787	0,361	Valid
	X2P6	0,810	0,361	Valid

Source: Processed data (2025)

Based on Table 1, it can be seen that the calculated r value is greater than the table r value so that all instruments are declared valid.

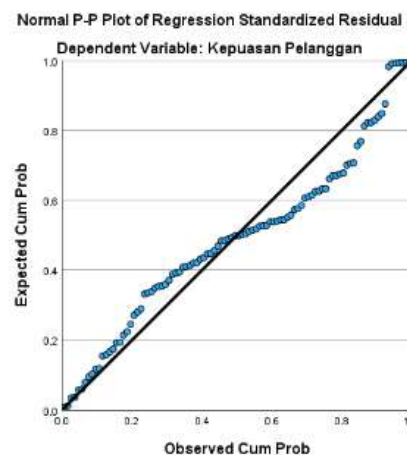


Reliability Test**Table 2. Reliability Test Result**

Variable	Alpha Cronbach's	Description
Customer Satisfaction	0,905	Reliabel
Service Quality	0,866	Reliabel
Promotion	0,863	Reliabel

Source: Processed data (2025)

Based on the results of the reliability test in Table 2, the results of each variable in this study have met the reliability test standards and the instrument used in this study has consistency even if it is used at any time and by anyone so that it tends to produce the same data as the data that was first obtained even if it is done repeatedly.

Classical Assumption Test Results**Normality Test****Figure 1. Normality Test Result**

Based on the Normal P-Plot Regression Standardized Residual graph in Figure 1, the test results indicate that the variable data in this study are normally distributed. This is evident from the points located around the diagonal line and following the pattern of the line. Thus, the regression model used in this study meets the assumption of normality.



Heteroscedasticity Test

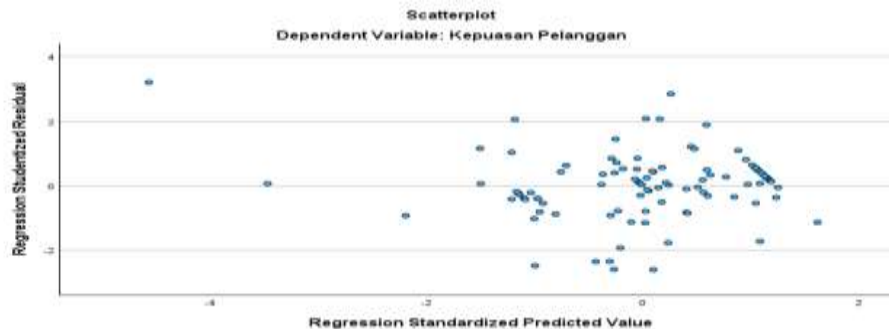


Figure 2. Heteroscedasticity Test

Based on the heteroscedasticity test results shown in Figure 2, it can be concluded that the variables in this study do not experience heteroscedasticity. This is evident from the scatterplot graph, which shows no specific pattern in the data points, as well as an even distribution of points above and below the number 0 on the Y-axis. This condition indicates that there is no similarity in residual variance between observations in the model.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1		
Service Quality	.251	3.982
Promotion	.137	7.309

Based on the data in table 3, it can be seen that the tolerance value of the service quality variable is $0.251 > 0.10$ and the VIF value is $3.982 < 10$, and the tolerance value of the promotion variable is $0.137 > 0.10$, the VIF value is $7.309 < 10$. So these results show that in this study there is no multicollinearity.

Multiple Linear Regression Analysis**Table 4. Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	2.933	1.862	
	Service Quality	.655	.185	.320
	Promotion	.907	.175	.575

Based on the multiple linear regression analysis in Table 4, the constant value was 2.933, service quality (X1) 0.655, and promotion (X2) 0.907. To evaluate the influence of service quality and promotion variables on Telkomsel customer satisfaction, particularly for students in Bandar Lampung, the results can be analyzed using the following regression equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2.933 + 0.655 X_1 + 0.907 X_2 + e$$

The interpretation of the above regression equation is as follows:

The constant value obtained from the regression equation in this study is 2.933. This means that if the independent variables, service quality (X1) and promotion (X2), have a value of 0 (constant), then the dependent variable, customer satisfaction (Y), has a value of 2.933.

The regression coefficient value for the service quality variable (X1) is positive (+) at 0.655, meaning that if variable X1 increases, variable Y will also increase, and vice versa.

The regression coefficient value for the promotion variable (X3) is positive (+) at 0.907. This means that if variable X3 increases, variable Y will also increase, and vice versa.



Hypothesis Test Results

t-Test (Partial)

Table 5. t-Test (Partial) Result

Model	t	Sig.
(Constant)	1.575	.119
Service Quality	3.544	<,001
Promotion	5.176	<,001

Based on table 5, it shows that the significance value of the service quality variable (X1) has an influence on customer satisfaction because the significance value is smaller than 0.05, namely 0.001, then promotion (X2) is 0.001 which is smaller than 0.05, this shows that partially promotion has an influence on customer satisfaction.

F Test (Simultaneous)

Table 6. F Test (Simultaneous) Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6123.221		1530.805	125.827	<,001b
Residual	1155.769	95	12.166		
Total	7278.990	99			

Based on table 6 in the F test calculation, the F-count is 125.827 while the F-table value in this study is 2.70. So it can be seen that the F-count value > F-table or 125.827 > 2.70 with a significance value of 0.001 < 0.05. This proves that service quality (X1) and promotion (X2) simultaneously have a significant effect on customer satisfaction.

Coefficient of Determination Test (R²)

Table 7. Coefficient of Determination Test (R²) Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.835	3.488

Based on Table 7, the R2 value obtained is 0.835 or 83.5%. This indicates that 83.5% of the variation in Telkomsel customer satisfaction (Y) in Bandar Lampung, especially students, can be explained by the four independent variables studied, namely service quality (X1) and promotion (X2). Meanwhile, the remaining 16.5% is influenced by other factors outside the variables studied in this study.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Based on the partial t-test results, it is known that the service quality variable has a t-count value of 3.544 which is greater than the t-table of 1.985. This indicates a positive influence of service quality (X1) on customer satisfaction (Y), so the first hypothesis (Ha1) is accepted. This finding is in line with the research of Suryani et al. (2022) entitled "The Effect of Service Quality and Promotion on Customer Satisfaction at Grapari Telkomsel Binjai", where service quality is proven to have a positive and significant influence on customer satisfaction. The results of research by Sari & Rushadiati (2018) state that some old consumers whose expectations are met through good service quality may recommend products from companies they have used to others.

The Influence of Promotion on Customer Satisfaction

Based on the results of the t-test (partial), it can be seen that the promotion variable has a calculated t-value $>$ t-table ($5.176 > 1.985$) and the significance value of the promotion variable on customer satisfaction is $0.001 < 0.05$. This indicates that promotion partially has a positive and significant influence on Telkomsel customer satisfaction, especially students in Bandar Lampung, and the third hypothesis (Ha2) is accepted. The findings of this study are consistent with the results of a study conducted by Sarwini & Rismawati (2022) which stated that promotion has a positive and significant influence on customer satisfaction.

Figure 3. Telkomsel Promotion





Figure 3 shows one of Telkomsel's promotions: the ilmupedia learning package, which can be utilized by customers, particularly students, the target audience of this study. This learning package offers access to educational content on various platforms and registered campus e-learning platforms. The price offered is also appropriate for students.

The Influence of Service Quality and Promotion on Customer Satisfaction

The results of the F test (simultaneous) show that when research related to service quality and promotion is studied together, it will have a positive and significant influence on Telkomsel customer satisfaction, especially students in Bandar Lampung. When the service quality is maximum and has good product quality, good promotion, and good and affordable prices, then these rights can have an influence on Telkomsel customer satisfaction, especially students in Bandar Lampung. This shows that if the four variables are combined simultaneously, the results will still be positive in influencing customer satisfaction.

CONCLUSION

Based on the results of research and discussion related to the variables of service quality and promotion on Telkomsel customer satisfaction (a study on students in Bandar Lampung), the following conclusions were obtained: service quality partially has a positive and significant influence on Telkomsel customer satisfaction. Then, promotion partially has a positive and significant influence on Telkomsel customer satisfaction.

Based on the research, which found that service quality and promotions play a big role in how satisfied Telkomsel customers are, the company should keep working on improving its service quality and focus on promoting in ways that are relevant and targeted. Providing services that are consistent, fast, clear, and easy to access, along with promotions that offer real value to customers, can help keep and boost customer satisfaction, especially among students.

Meanwhile, suggestions for future researchers include: This study focused solely on Telkomsel customers, specifically university students, in Bandar Lampung. Therefore, future researchers could expand the scope, for example to the provincial, national, or inter-regional levels, and include a wider range of respondents, not limited to university students, to better generalize the results.

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