

The Effect of Product Quality, Brand Image and Brand Trust on Customer Satisfaction of Telkomsel SIM Card Users Palembang City

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ABSTRACT

This research is to test the variables of product quality, brand image and brand trust to affect the satisfaction of Telkomsel SIM Card customers in Palembang. This research is quantitative and took a sample of 271 respondents from Telkomsel SIM Card users in Palembang City. Data collection techniques in this study by distributing questionnaires using a likert scale. The data sources used are primary data and secondary data. The data analysis technique used is multiple linear analysis which is processed using SPSS version 25 for windows. The findings of this study show that product quality, brand image and brand trust affect the satisfaction of Telkomsel SIM Card customers in Palembang City.

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1. INTRODUCTION

In this era of globalization, many types of mobile products such as android, iphone, ipad, tablet, note and so on have been born which have high sophistication. Of course these products require a provider or prepaid card that can support the quality of these products.

In this increasingly advanced and developing era, technological progress is accelerating and business competition is getting tougher, communication and social flows are needed. Increasingly modern technology greatly supports the development of telecommunications equipment in Indonesia, and the development of technology today greatly facilitates the access of everyone's activities in carrying out their duties. Communication is a process or activity of delivering messages from one person to another to achieve certain goals.

Any company must aim to make a profit, therefore the company must implement good marketing management to achieve a goal to be obtained (profit). It is easy for companies to carry out the marketing process of a product, namely having good marketing management. Besides that, companies must also pay attention to product quality, brand image, and brand trust when being marketed so that they match consumer tastes and become their own attraction.

According to Rahmawati (2020) product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other attributes.

Brand image according to Arif, et.al., (2021) is a name, symbol associated with the product / service offered to consumers, this brand image aims to identify the goods or services of a person or group of sellers to distinguish them from other sellers' products. Brand is one of the important elements in the advertising theme, to show what the brand owner can provide to the market. therefore consumers will continue to buy products from the same product.

Brand trust is a feeling that is built after consumption or can be defined as a perception of product reliability from the consumer's point of view based on the experience of using the brand, or rather a sequence of interactions characterized by the fulfillment of expectations for product performance and satisfaction obtained after using the brand (Nugroho, et.al., 2020).

Based on the above background from the explanation of product quality, brand image and brand trust are important factors in providing customer satisfaction. Thus the authors are interested in conducting research with the title "**The Effect of Product Quality, Brand Image and Brand Trust on Customer Satisfaction of Telkomsel SIM Card Users in Palembang City**".

2. RESEARCH METHOD

The type of research conducted by the author is descriptive qualitative research (Zainal. 2012.). In this study, the authors focus on examining the factors that influence interest in saving at Maybank. The author wants to know the factors of interest in interest in saving at the bank on the quality of products and services. So that a qualitative approach is used to produce descriptive data that can describe in detail.

a. Primary Data

Primary data is data obtained directly and not through intermediaries. The primary data obtained by researchers is the result of distributing questionnaires via google form to Telkomsel SIM Card Users Palembang City.

b. Secondary Data

Data obtained by researchers indirectly using intermediary media. Techniques obtained to be able to obtain data

1. Interview

Interviews are used by researchers to start observations in order to get the problems to be studied.

2. Questionnaire

The questionnaire is a method that can be used by researchers by giving a set of written questions to respondents.

3. RESULTS AND DISCUSSIONS

3.1 Validity Test

Table 1. Product Quality Validity Test

Variable	Statement Items	r Count	r Table	Description
Product quality (X1)	X1.1	0.688	0.138	Valid
	X1.2	0.745	0.138	Valid
	X1.3	0.706	0.138	Valid
	X1.4	0.724	0.138	Valid
	X1.5	0.688	0.138	Valid
	X1.6	0.746	0.138	Valid
	X1.7	0.697	0.138	Valid

Source: Data processed with SPSS

It is known that the calculated r value on the 7 statement items of the independent variable product quality has a calculated r value of each > from the r table of 0.138 and is positive.

Table 2. Brand Image Validity Test

Variable	Statement Items	r Count	r Table	Description
Brand image (X2)	X2.1	0.681	0.138	Valid
	X2.2	0.673	0.138	Valid

Variable	Statement Items	r Count	r Table	Description
	X2.3	0.680	0.138	Valid
	X2.4	0.686	0.138	Valid
	X2.5	0.687	0.138	Valid

Source: Data processed with SPSS

It is known that the calculated r value on the 5 statement items of the independent variable brand image has a calculated r value of each > from the r table of 0.138 and is positive. This means that the statement items on the independent variable brand image are declared valid.

Table 3. Brand Trust Validity Test

Variable	Statement Items	r Count	r Table	Description
Brand trust (X3)	X3.1	0.972	0.138	Valid
	X3.2	0.974	0.138	Valid

Source: Data processed with SPSS

It is known that the value of r count on the 2 statement items of the independent variable brand trust has a value of r count each > from r table of 0.138 and is positive. This means that the statement items on the independent variable of interest in saving are declared valid.

Table 4. Validity Test of Customer Satisfaction

Variable	Statement Items	r Count	r Table	Description
Customer satisfaction (Y)	Y.1	0.742	0.138	Valid
	Y.2	0.729	0.138	Valid
	Y.3	0.770	0.138	Valid
	Y.4	0.717	0.138	Valid

Source: Data processed with SPSS

It is known that the value of r count on the 4 statement items of the dependent variable of customer satisfaction has a value of r count each > from r table of 0.138 and is positive. This means that the statement items on the dependent variable of saving interest are declared valid.

a. Reliability Test

Table 5. Reliability Test

Variable	Cronbach Alpha	Alpha Value
Product quality (X1)	0.836	0.60
Brand image (X2)	0.710	0.60
Brand trust (X3)	0.944	0.60
Customer satisfaction (Y)	0.724	0.60

Source: Data processed with SPSS

It is known that the Cronbach alpha value on each independent variable and the dependent variable is 0.836, 0.710, 0.944 and 0.724 > 0.60. This means that the independent variable and the dependent variable are declared reliable.

b. Multiple Linear Analysis

Table 6. Multiple Linear Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		Coefficients ^a				
1	(Constant)	1.098	.526		2.089	.038
	Quality Product	.246	.018	.447	13.559	.000
	Brand Image	.288	.039	.296	7.468	.000
	Brand Trust	.268	.032	.288	8.468	.000

Source: Data processed with SPSS

Saving interest = 1.098 + 0.246 Product Quality + 0.288 Brand Image + 0.268 Brand Trust. The product quality variable regression coefficient of 0.246 shows a positive direction. This means that product quality has a positive relationship with customer satisfaction, where if product quality

increases by 1 percent while other independent variables are constant (no change up or down), customer satisfaction for Telkomsel SIM Card users in Palembang city will increase by 24.6 percent. The regression coefficient of the brand image variable of 0.288 shows a positive direction.

This means that if the brand image variable increases by 1 percent while the other independent variables are constant (no change up or down), the customer satisfaction of Telkomsel SIM Card users in Palembang city will increase by 28.8 percent. The regression coefficient of the brand trust variable of 0.268 shows a positive direction. This means that if the brand trust variable increases by 1 percent while the other independent variables are constant (no change up or down), the customer satisfaction of Telkomsel SIM Card users in Palembang city will increase by 26.8 percent. Source: Data processed with SPSS.

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regression coefficient of the brand image variable of 0.288 shows a positive direction. This means that if the brand image variable increases by 1 percent while the other independent variables are constant (no change up or down), the customer satisfaction of Telkomsel SIM Card users in Palembang city will increase by 28.8 percent. The regression coefficient of the brand trust variable of 0.268 shows a positive direction. This means that if the brand trust variable increases by 1 percent while the other independent variables are constant (no change up or down), the customer satisfaction of Telkomsel SIM Card users in Palembang city will increase by 26.8 percent.

c. Partial t test

There is a significant effect of product quality on customer satisfaction, sig value. product quality variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and t value > t table of $13.559 > 1.650$, this indicates that product quality has an effect on customer satisfaction. The regression coefficient of 0.246 shows a positive direction. This means that product quality has a positive effect on customer satisfaction.

There is a significant effect of product quality on customer interest in saving at the bank The results showed the sig value. product quality variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the t value > t table of $7.469 > 1.650$, this indicates that brand image has an effect on customer satisfaction. The regression coefficient of 0.288 shows a positive direction. This means that brand image has a positive effect on customer satisfaction

There is a significant effect of product quality on customer interest in saving at the bank The results showed the sig value. product quality variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the t value > t table of $8.468 > 1.650$, this indicates that brand trust affects customer satisfaction. The regression coefficient of 0.268 shows a positive direction. This means that brand trust has a positive effect on satisfaction.

3.2 Discussions

1. Hypothesis 1 = It is suspected that there is an effect of Product Quality on Customer Satisfaction The research results in Table 4.15, show the sig value. product quality variable < the critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the t value > t table of $13.559 > 1.650$, this indicates that product quality has an effect on customer satisfaction. The regression coefficient of 0.246 shows a positive direction. This means that product quality has a positive effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. Based on these statistical results, the first hypothesis is accepted.
2. Hypothesis 2 = It is suspected that there is an effect of Brand Image on Customer Satisfaction Sig value. brand image variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and t value > t table of $7.469 > 1.650$, this indicates that brand image has an effect on customer satisfaction. The regression coefficient of 0.288 shows a positive direction. This means that brand image has a positive effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. Based on these statistical results, the second hypothesis is accepted.
3. Hypothesis 3 = It is suspected that there is an effect of Brand Trust on Customer Satisfaction

Sig value. brand trust variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and t value > t table of $8.468 > 1.650$, this indicates that brand trust has an effect on customer satisfaction. The regression coefficient of 0.268 shows a positive direction. This means that brand trust has a positive effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. Based on these statistical results, the third hypothesis is accepted.

4. CONCLUSION

Based on the results of the research that has been done, it can be concluded. The results of the study using a partial test on the product quality variable obtained the t value > t table ($13.559 > 1.650$) and the sig value. < 0.05 ($0.0005 < 0.05$). So, it can be concluded that the product quality variable has a significant effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. The results of the study using a partial test on the brand image variable obtained the t value > t table ($7.469 > 1.650$) and the sig value. < 0.05 ($0.0005 < 0.05$). So, it can be concluded that the brand image variable has a significant effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. The results of the study using a partial test on the brand trust variable obtained the t value > t table ($8.468 > 1.650$) and the sig value. < 0.05 ($0.0005 < 0.05$). So, it can be concluded that the brand trust variable has a significant effect on customer satisfaction for Telkomsel SIM Card users in Palembang city in 2022. The results of the study using the F test or simultaneously obtained the value of F count > F table, namely ($717.315 > 2.540$) and the sig level. < 0.05 ($0.000 < 0.05$) so it can be concluded that the variables of product quality, brand image, brand trust have a significant effect on customer satisfaction of Telkomsel SIM Card users in Palembang city in 2022. Based on the correlation coefficient test, the level of independent relationships is very closely related to customer satisfaction (Y), namely with a value of 94.3%. Based on the coefficient of determination test, a value of 0.888 is obtained, this shows that the magnitude of the contribution of product quality variables, brand image and brand trust to customer satisfaction is the amount of 88.8% contribution, the remaining 11.2% is influenced by other variables that are not explained. Based on the results of the research that has been conducted, it can be concluded that product quality has a positive effect on customer satisfaction, brand image has a positive effect on customer satisfaction and brand trust has a positive effect on customer satisfaction.

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