

# Influence of Service Quality, Price Perception and Quality of the Customer Experience Customer Loyalty with Customer Satisfaction as a Variable *Intervening*

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DOI: [10.36348/sjbms.2023.v08i08.004](https://doi.org/10.36348/sjbms.2023.v08i08.004)

| Received: 02.07.2023 | Accepted: 11.08.2023 | Published: 19.08.2023

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## Abstract

The impact Covid-19 epidemic made all operations have gone digital in response to the Next Normal. Increasing competition in the information and communication industry demonstrates the progress of digital transformation for the telecommunication requirements of not only individuals, but also businesses as the primary target market form of company. To maintain the longevity of the company's operation, steps must be taken to understand the demands of customer satisfaction. This study aims to analyze Service Quality, Price Perceptions and Customer Experience on Customer Loyalty of Telkom Indonesia's Enterprise Company with Consumer Satisfaction as an Intervening Variable. According to internal business data for 2022, the research population is 150 enterprise customers with SEM-PLS as analysis method. The results showed that service quality, price perception and customer experience had a significant positive effect on enterprise customer satisfaction and customer satisfaction had a significant positive effect on customer loyalty. Customer satisfaction has a significant positive effect on Service Quality and Price Perception on customer loyalty, while Customer Experience has an insignificant positive effect on customer loyalty.

**Keywords:** Service Quality, Price Perception, Customer Experience, Satisfaction, Loyalty.

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## INTRODUCTION

The impact of the Covid-19 pandemic has made all activities go digital massively as a response to facing the crisis towards the *Next Normal*, which is the phase in which the situation has returned to normal after the pandemic, but changes in behavior or habits during the new normal are still carried over (Amat *et al.*, 2020). Efforts are being made towards *the Next Normal* by digital transformation in various activities, one of which is the telecommunication network which has become a necessity for humans in doing various things (Isyanto & Nandiwardhana, 2019). such as *Work From Home* (WFH), *Study From Home* (SFH) and conducting social media and online shopping (e-commerce) make *connectivity services* increasingly important in everyday life (Komalasari, 2020).

Currently, there are four major companies that are major players in the telecommunications industry, namely state-owned company Telkom Indonesia (TLKM), a company that recently merged with another cellular enterprise, Indosat (ISAT). Then there is XL Axiata (EXCL) and a company from the Sinarmas Smartfren Telecom (FREN) Group (CNBC Indonesia, 2022).

**Table 1: Market Share of Telecommunications Industry Players**

Market Share	2021	2020	2019
<b>Telkom</b>	<b>67.61%</b>	<b>68.30%</b>	<b>69.95%</b>
Indosat	14.82%	13.98%	13.48%
XL	12.63%	13.02%	12.97%
Smartfren	4.94%	4.71%	3.61%

Source: Annual Report various sources

Based on the chart, Telkom's recorded market share has decreased in 2020 by 68.30% and in 2021 by 67.61%. Then XL also experienced a decrease in 2020 of 13.02% and in 2021 of 12.63%. Meanwhile, Indosat experienced an increase in 2020 of 13.98% and in 2021 of 14.82%. This is because Indosat officially merged with PT Hutchison 3 Indonesia (H3I) or Tri Indonesia. Then Smartfren experienced an increase in 2020 of 4.71% and in 2021 of 4.94%. This is because smartfren makes mandatory convertible bonds (OWK) and most of it is contributed by data revenue.

PT. Telekomunikasi Indonesia (Telkom) as a Digital Telco company continues to improve digital transformation in various business segments, one of which is the *enterprise segment*. One of the efforts made

by Telkom is in its enterprise vision " *Firming The Foundation of Transformation, WINDIGITAL-Take your Lead!*" (Telkom, 2022) continues to develop digital transformation in B2B services by making arrangements and guidelines within the CFUE (*Customer Facing Unit Enterprise*) environment

Based on the results of the *customer satisfaction index* (CSI) and *customer loyalty index* (CLI) from Telkom in the *enterprise segment*, the customer satisfaction index (CSI) decreased in 2020 by 96.20% and there was no significant increase in 2021 by 97.90%. Meanwhile, customer loyalty (CLI) also experienced a decrease in index in 2020 of 92.40% and in 2021 of 94.30%.

**Table 2: Results of CSI and C LI**

TelkomGroup Customer Satisfaction			
	2021	2020	2019
CSLS Survey	%		
Enterprise			
Customer Satisfaction Index (CSI)	97.90	96.20	97.70
Customer Loyalty Index (CLI)	94.30	92.40	95.36

**Source: Telkom's Sustainability Report**

This phenomenon shows inconsistent results between the services provided by Telkom and customer satisfaction, which is feared will be a potential loss of customer loyalty. Thus steps are needed to understand

the needs of customer satisfaction which is of course to ensure the continuity of the company's current business by trying to maintain loyalty from old customers, especially in the Enterprise segment.

**Table 3: Number of Telkom Subscribers**

Enterprise Segment	Corporation	Ummm	Government
2019	1917	300,416	975
2020	1,703	339,182	935
2021	1,517	358,001	930

It has been recorded that in the last three years in the *enterprise segment* there has been a decline in corporate customers in 2020 by 11.2% and in 2021 there has also been a decrease in customers by 10.9%. The decline in customers in government institutions occurred in 2020 by 4.1% and in 2021 by 0.5%. Meanwhile, MSME customers saw an increase of 12.9% in 2020 and 5.5% in 2021. This is due to the rapid flow of technological developments during the COVID-19 pandemic which has encouraged MSME players to transform digitally.

Previous research related to services in the telecommunications industry conducted by 1) Myungho Lee, Mincheol Kang and Juyoung Kang (Lee *et al.*, 2019) showed the results of an analysis of a positive

relationship between service quality and customer satisfaction. 2) Young Hoon Kima, Dan J. Kima and Kathy Wachter (Kim *et al.*, 2013) the results of the analysis show that there is a positive relationship between perceived value and customer satisfaction. This research is supported by (Callarisa Fiol *et al.*, 2009). 3) Farheen Naz, Ayman Alshaabani, Ildikó Rudnák and Róbert Magda (Naz *et al.*, 2021) the results of the analysis show a positive mediating relationship between promotional packages and customer satisfaction. 4) Evy (Evy Da Silva, 2020) the results of the analysis show that price perceptions affect customer satisfaction, especially in the telecommunications sector. 5) Dewi and Nugroho (TU Dewi *et al.*, 2020) the results of the analysis show a positive relationship between customer experience and customer satisfaction, especially for customers in the

telecommunications sector (Andria Sastra, 2018). 6) Sugianto and Sitio (Sugianto & Sitio, 2020) and (Purwati *et al.*, 2020) the results of the analysis show that there is a significant positive relationship between after-sales service and customer satisfaction. 7) Prihartini and Gumilang (Prihartini & Gumilang, 2021) the results of the analysis show a significant relationship between brand image and B2B customer satisfaction. 8) Salim and Putit (Salim *et al.*, 2021; Putit & Abdullah, 2019) the results of the analysis show a significant positive relationship between relationship marketing and customer satisfaction.

In general, customer perceptions of price can be evaluated by looking at an increase or decrease in customer satisfaction, which in turn leads to customer behavior (Leinsle *et al.*, 2018). Where, the perception of price with the benefits that the service/service provides influences customer satisfaction in increasing customer loyalty (Risnawati *et al.*, 2019).

In line with the company's vision of becoming a digital telco of choice to advance society and a strategic program with the theme '*Accelerate Digital Transformation to Enhance Customer Experience*'. where *Customer experience* is a perceived assessment of the superiority of a service/service offered and companies that provide rights to customer experience will succeed in a competitive market (Lemke *et al.*, 2006). In the research by Maklan and Klaus (2013) measuring customer experience with the CEXQ model using customers who are mostly in the *mortgage*, gas station, banking and retail industries (Rais *et al.*, 2016)

## LITERATURE REVIEW

### Marketing

Marketing is not only limited to sales, but for companies it is a form of business activity from finished goods, smirder processes, scheduling to delivery to customers and attracting customer repurchase interest so that they want to make repeat transactions or re-transactions, at this time many marketing activities have been carried out using digital technology and computerized in order to produce the best decisions (Rumondang *et al.*, 2020).

### Customer Behavior

According to (Kotler & Keller, 2016), customer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. This includes the study of what, why, when, where, and how often they buy and how they use the purchased product or service in the hope that it will satisfy their needs. Behavior carried out between customers will vary according to customer conditions, situations and external conditions that influence it, such as the Internet which has changed the way people search for and obtain information about these products or services.

### Theory of Planned Behavior (TPB)

Loyalty is a form of behavior, in this case is customer behavior. One theory that can become explanatory for behavior customer is the Planned Theory of Behavior. Theory of Planned Behavior (TPB) is one theory that has Lots applied in various field study behavior (Kostadinova, 2016). Theory of Planned Behavior (TPB) put forward by Ajzen and Fishbein, theory This is development from Theory Reason Action (TRA). this theory explain that behavior customer shaped by attitudes, norms subjective, and perceived behavioral control (PBC) that form intention later behavior (behavioral intention). influence How a person's behavior. Some previous research *Theory of Planned Behavior* is proven to be able to predict and explain the behavioral effects of behavioral factors related to intention for retirement planning readiness in Sri Lanka (Heenkenda, 2016), and explains behavioral intentions that have a significant positive impact on genetic food consumption behavior in China (Zhang *et al.*, 2018), as well as understanding green product consumption behavior (Liu *et al.*, 2020).

### Loyalty Customer

The existence of customer loyalty to a product or service can provide protection for companies from competition and provide more control in planning marketing programs that will be run by the company. Previous research from (Riskayanti & Sitohang, 2016) and (Junai & Yuniati, 2016) states that loyalty is individual loyalty to continue using a product or service which usually implies a positive customer perception of the quality of a product or service.

### Customer Loyalty Dimensions and Indicators

Gronholdt in his research (Huang *et al.*, 2019) proposed that loyalty is evaluated by repurchasing intention, willingness to recommend to others, price tolerance, and cross-purchasing intentions. Based on the definition above, this study includes the dimensions of attitude (*Attitude*) and behavior (*Behavior*) in customer loyalty.

### Quality Service

Service quality is the ability to adjust between the wishes or demands of the recipient (community) for the services provided by the service provider. If the quality of service received is lower than the desired expectations, the customer will feel disappointed and will decide his relationship with the service company (Ma'ruf Khorif, 2021). In research (Abd-Elrahman *et al.*, 2020) defines service quality as the level and direction of discrepancy between customer perceptions and expectations, or the extent to which a service meets or exceeds customer expectations.

### Service Quality Dimensions and Indicators

A service can be said to have good quality if it includes these dimensions. A strategic step that must be done by the company. This is because the quality of a

service is a superior value in the eyes of customers. Therefore, service quality is very important for a company, because the true basis of loyalty lies in customer satisfaction where service quality is the main input (Sugianto & Sitio, 2020).

### Price Perception

(Fatmawati & Soliha, 2017) explains that one of the sectors that influences customer perception is price. Companies can set high prices to form the perception that the product or service is of high quality. Meanwhile, low prices can form the perception that buyers do not trust sellers because they doubt the quality of their products or services.

### Price Perception Dimensions and Indicators

According to Arifin *et al.*, (2013) in research (Prihatini & Gumilang, 2021) there are dimensions that characterize price, namely:

1. Attractiveness, ie \_ How opinion customer about price offered \_ is interesting or No interesting.
2. Fairness, that is How opinion customer about price offered \_ is reasonable or No reasonable If compared to with bid another price.

### Quality Experience Customer

Based on research and literature, (Klaus & Maklan, 2013) defines *customer experience* as a customer's cognitive and affective assessment of all direct and indirect encounters with companies related to their buying behavior. This definition is consistent with the conceptualization offered by other researchers such as (TU Dewi *et al.*, 2020) and (Andria Sastra, 2018), where customer experience refers to customer feelings and the results of customer interaction with the company physically and emotionally towards the services used.

### Satisfaction Customer

Based on (Roy *et al.*, 2019), there are dimensions of customer satisfaction as follows:

1. Expectations. \_ The company's ability to provide customization (*customize*).
2. Delivery of perceived services (*perceived delivery service*).
3. Confirmation or disconfirmation (*confirmation or disconfirmation*). The company's ability to meet customer needs

### Development Hypothesis

Hypothesis in study this is as following;

- H1: Service quality has a significant positive impact on customer satisfaction  
 H2: Perceived Price has a significant positive impact on customer satisfaction

H3: Quality of Customer Experience has a significant positive impact on Customer satisfaction  
 H4: Customer Satisfaction has a significant positive impact on Customer Loyalty

H5: Service quality has a positive and significant effect on customer satisfaction and affects customer loyalty.

H6: Perceived price has a positive and significant effect on customer satisfaction and affects customer loyalty

H7: the quality of customer experience has a positive and significant effect on customer satisfaction and affects customer loyalty.

## RESEARCH METHODS

Research is quantitative in nature, which will analyze the effect of service quality, price perceptions and the quality of enterprise customer experience on customer loyalty with customer satisfaction as mediation. This study examines the influence of service quality variables, price perceptions and customer experience quality on Enterprise customer loyalty with customer satisfaction as the intervening variable.

## DISCUSSION

This study aims to examine the effect of Service Quality, Price Perception and Customer Experience on Customer Loyalty of Telkom Indonesia's Enterprise Company with Consumer Satisfaction as an *Intervening Variable*.

### Evaluation of Measurement (Outer) Model Convergent Validity

The convergent validity test is carried out by looking at the factor loading value of each indicator against the construct (Praditya, 2020).

Based on the figure and table above, it is found that all indicators have a loading factor above 0.7 so that the model is valid and has good *convergent validity*.

### Average Variance Extracted (Ave)

The AVE value aims to measure the level of variance of a construct component that is collected from its indicators by adjusting the error rate. The minimum recommended AVE value is 0.7 (Ghozali & Latan, 2018). The AVE output obtained in table 5.

### Discriminant Validity Test

*Discriminant validity* testing can be done by examining the *Fornell-Lacker Criterion*. In the *Fornell-Lacker Criterion* discriminant validity is done by comparing the correlation between variables with AVE in a variable. The overall AVE value can be seen in the following table.

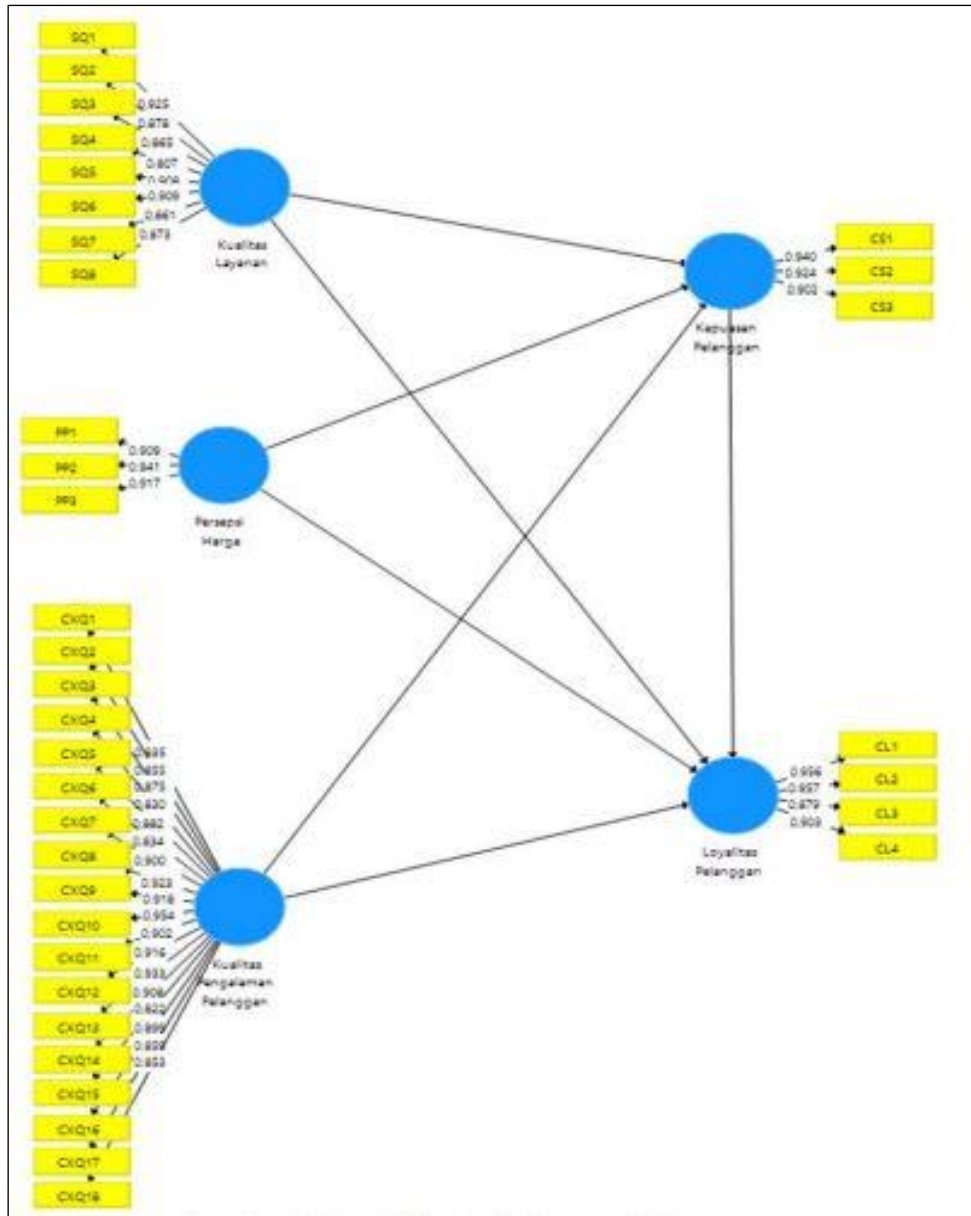
**Table 4: Convergent Validity Test Results**

Variable	Indicator Code	Outer Loading Value	Information
Quality of service	SQ1	0.925	Valid
	SQ2	0.878	Valid
	SQ3	0.865	Valid
	SQ4	0.860	Valid
	SQ5	0.908	Valid
	SQ6	0.909	Valid
	SQ7	0.861	Valid
	SQ8	0.873	Valid
Price Perception	PP1	0.909	Valid
	PP2	0.941	Valid
	PP3	0.917	Valid
Customer Experience Quality	CXQ1	0.913	Valid
	CXQ2	0.855	Valid
	CXQ3	0.875	Valid
	CXQ4	0.892	Valid
	CXQ5	0.882	Valid
	CXQ6	0.910	Valid
	CXQ7	0.900	Valid
	CXQ8	0.923	Valid
	CXQ9	0.918	Valid
	CXQ10	0.954	Valid
	CXQ11	0.902	Valid
	CXQ12	0.916	Valid
	CXQ13	0.933	Valid
	CXQ14	0.908	Valid
	CXQ15	0.866	Valid
	CXQ16	0.899	Valid
	CXQ17	0.859	Valid
	CXQ18	0.853	Valid
Customer satisfaction	CS1	0.940	Valid
	CS2	0.924	Valid
	CS3	0.902	Valid
Customer loyalty	CL1	0.956	Valid
	CL2	0.957	Valid
	CL3	0.879	Valid
	CL4	0.903	Valid

**Table 5: AVE Test Results**

Variable	AVE Value
Quality of service	0.770
Price Perception	0.851
Customer Experience Quality	0.782
Customer satisfaction	0.829
Customer loyalty	0.855

Based on table 5, all indicators are valid and achieve good *convergent validity*, which is above the requirement of 0.5 (Ghozali & Latan, 2018).



**Figure 1: Path Diagram Output Results**  
 Source: PLS 3.0 Output, Processed Data (2023)

**Table 6: Fornell Lacker Criterion Test**

	Customer loyalty	Customer satisfaction	Experience Quality Customer	Price Perception	Quality of service
Customer loyalty	<b>0.929</b>				
Customer satisfaction	0.910	<b>0.929</b>			
Customer Experience Quality	0.884	0.908	<b>0.925</b>		
Price Perception	0.865	0.875	0.892	<b>0.923</b>	
Quality of service	0.787	0.873	0.877	0.885	<b>0.902</b>

In the table above it can be seen that the AVE value of the customer loyalty correlation variable is 0.929, where this value is greater than the correlation values of other variables. Thus the *discriminant validity requirements* through the *Fornell-Lacker Criterion test* have been fulfilled. Apart from the *Fornell-Lacker test*, *discriminant validity* can also be tested based on the *Cross Loading value*.

**Table 7: Results of Cross Loading Values**

Variable	Service Quality	Price Perception	CX	Cust Satisfaction	Cust Loyalty
			Quality		
SQ1	0.925	0.701	0.786	0.814	0.804
SQ2	0.878	0.605	0.744	0.738	0.737
SQ3	0.865	0.671	0.761	0.806	0.769
SQ4	0.860	0.788	0.752	0.807	0.809
SQ5	0.908	0.689	0.785	0.781	0.760
SQ6	0.909	0.723	0.801	0.820	0.807
SQ7	0.861	0.568	0.689	0.694	0.660
SQ8	0.873	0.750	0.806	0.845	0.839
PP1	0.710	0.909	0.787	0.807	0.794
PP2	0.768	0.941	0.838	0.845	0.864
PP3	0.699	0.917	0.768	0.762	0.807
CEXQ1	0.711	0.675	0.913	0.747	0.691
CEXQ2	0.761	0.783	0.855	0.777	0.786
CEXQ3	0.770	0.727	0.875	0.798	0.757
CEXQ4	0.676	0.714	0.892	0.732	0.681
CEXQ5	0.767	0.792	0.882	0.834	0.834
CEXQ6	0.744	0.809	0.910	0.815	0.821
CEXQ7	0.828	0.793	0.900	0.850	0.845
CEXQ8	0.805	0.765	0.923	0.856	0.814
CEXQ9	0.805	0.749	0.918	0.828	0.820
CEXQ10	0.797	0.847	0.954	0.884	0.873
CEXQ11	0.804	0.722	0.902	0.844	0.777
CEXQ12	0.798	0.751	0.916	0.846	0.788
CEXQ13	0.850	0.770	0.933	0.874	0.844
CEXQ14	0.807	0.751	0.908	0.833	0.810
CEXQ15	0.742	0.766	0.866	0.809	0.814
CEXQ16	0.756	0.794	0.899	0.807	0.839
CEXQ17	0.744	0.744	0.859	0.799	0.791
CEXQ18	0.744	0.800	0.853	0.827	0.827
CS1	0.852	0.807	0.830	0.940	0.874
CS2	0.859	0.793	0.822	0.924	0.844
CS3	0.750	0.786	0.775	0.902	0.819
CL1	0.852	0.859	0.834	0.865	0.956
CL2	0.807	0.859	0.835	0.891	0.957
CL3	0.766	0.801	0.762	0.820	0.879
CL4	0.777	0.776	0.762	0.822	0.903

From Table 7, it can be concluded that the loading value in each of the intended constructs is greater than the loading value with other constructs. It can be concluded that all indicators are valid and there are no problems with *discriminant validity*.

## RELIABILITY TEST

**Table 8: Reliability Test Results**

Variabel	Composite Reliability	Cronbach's Alpha	Keterangan
Kualitas layanan	0,964	0,957	Reliabel
Persepsi Harga	0,945	0,912	Reliabel
Kualitas Pengalaman Pelanggan	0,985	0,983	Reliabel
Kepuasan pelanggan	0,936	0,896	Reliabel
Loyalitas pelanggan	0,959	0,943	Reliabel

Based on table 8, the results of the *Composite Reliability* test for the service quality variable were 0.964, price perception was 0.945, customer experience quality was 0.985, customer satisfaction was 0.936 and customer loyalty was 0.959. Thus the results show that the construct has good reliability or the questionnaire used as a tool in this research is reliable or consistent.

**Evaluation of the Structural Model (Inner Model)****R-Square Value ( $R^2$ )**

The R-Square criteria consist of three classifications, namely 0.67, 0.33, and 0.19 indicating strong, moderate, and weak models (Haryono, 2017). The R-Square value of customer satisfaction (Z) is 0.905 which can be categorized as having a strong variable relationship strength. This value indicates that the endogenous variable of customer satisfaction can be explained. Then for the R-Square of customer loyalty (Y) of 0.911 which can be categorized as having a strong

variable relationship strength. This value indicates that the customer loyalty variable (Y) can be explained by exogenous variables

**Model Fit Results**

Based on Hu and Bentler in the study (Sugiyanto *et al.*, 2022) stated that an SRMR value of  $<0.10$  was considered suitable and an NFI (*Normal Fit Index*) value between 0 and 1, the model was said to be good if the value was close to 1 (TomassMHultt, 2021).

**Table 9: Model Fit Test Results**

	Saturated Model	Estimated Model
SRMR	0,050	0,050
NFI	0,785	0,785

Based on table 9, the *standardized root mean square residual (SRMR)* value is 0.050 below 0.08 and the *normal fit index (NFI)* value is 0.785 above  $> 0.5$ . These results indicate that this research model is feasible to use to test the research hypothesis.

**Path Coefficient Value (Path Coefficient)**

According to (Hair *et al.*, 2018), the path coefficient values are in the range of values -1 to +1, where the path coefficient values that are close to +1 represent a strong positive relationship and the path

coefficient values which are -1 indicate a strong negative relationship. Although values close to +1 or -1 are almost always statistically significant, standard *errors* must be obtained using *bootstrapping* to test for significance.

**Table 10: Coefficient Test Results Indirect Effect**

Variable	Composite Reliability	Cronbach's Alpha	Information
Quality of service	0.964	0.957	Reliable
Price Perception	0.945	0.912	Reliable
Customer Experience Quality	0.985	0.983	Reliable
Customer satisfaction	0.936	0.896	Reliable
Customer loyalty	0.959	0.943	Reliable

Based on table 10 the test results for *path coefficients* in the *direct effect (DE)* relationship have a range of 0.421 to 0.350. It can be concluded that all values have a positive relationship because they have a value close to +1.

**Table 11: Results Test Coefficient Track (Path coefficients) Influence No Direct**

	Specific Indirect Effects
SQ -> CS -> CL	0,114
PP -> CS -> CL	0,077
CXQ -> CS -> CL	0,138

Based on table 11 the test results for *path coefficients* in the *indirect effect (IE)* relationship have a range of 0.138 to 0.114. It can be concluded that all values have a positive relationship because they have a value close to +1.

**T-Statistic Value (Bootstrapping)**

T-Statistics (*bootstrapping*) is used to see the significance value between constructs. According to

(Hair *et al.*, 2018) suggests carrying out the *bootstrapping procedure* with a re-sample value of 5,000.



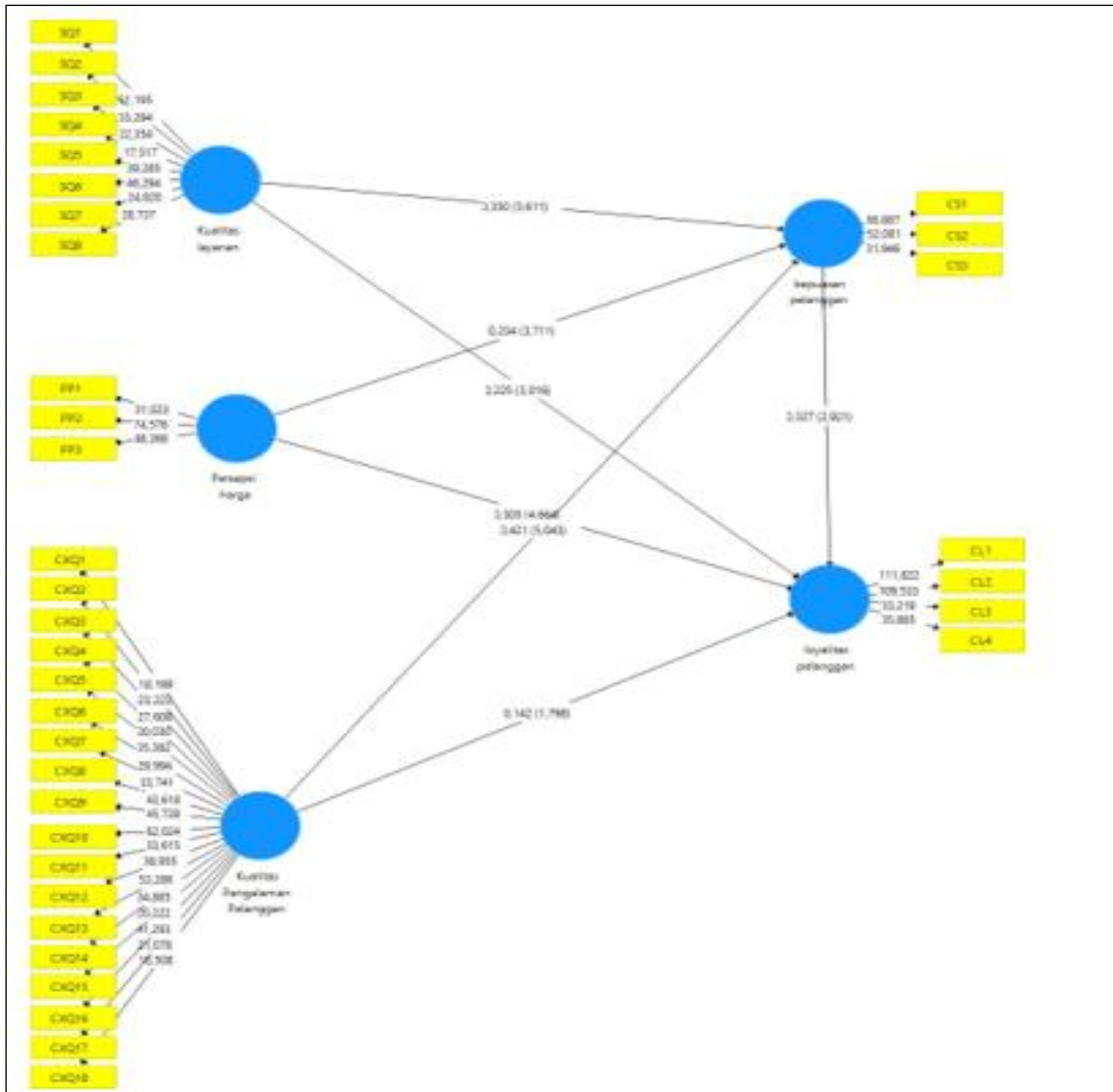


Figure 2: Results Test Bootstrapping  
Source: output pls 3.0, Data Processed (2023)

Table 12: Results Test T-Statistics Direct Effect

	Y	Z
Quality of service	0.350	0.225
Price Perception	0.234	0.305
Customer Experience Quality	0.421	0.142
Customer Satisfaction		0.327

Based on table 12 and figure 2, the results of the T-Statistic test (*bootstrapping*) have a range of 1.798 to 5.611. Where there are six relationships that are accepted and one is not accepted.

### Research Hypothesis Testing

Hypothesis testing is carried out after the structural model evaluation stage is carried out. The aim is to test the research hypothesis proposed in the research model whether it is accepted or rejected. These results can be seen from the *original sample* and *T-Statistic values* through the *bootstrapping procedure*. Based on (Hair *et al.*, 2018), the path coefficient values are in the range of values -1 to +1, where the path coefficient

values that are close to +1 represent a strong positive relationship and the path coefficient values which are -1 indicate a strong negative relationship. Meanwhile, the limit value of the t-statistic for rejecting and accepting the proposed hypothesis is  $\pm 1.96$  which if the t-statistic value is in the range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H0).

## DISCUSSION

### Effect of Service Quality on Enterprise Customer Satisfaction

Based on the research results, it is known that service quality has a significant positive effect on *enterprise customer satisfaction*, where H1 is accepted. Service quality is defined as the overall assessment or attitude of customers about service quality and its excellence. Within the scope of B2B, service quality is specific and objective in terms of service attributes, benefits and functionality so that during the service the customer's evaluation of the service varies, because the level of high-complexity B2B services is often adapted to the special needs of customers. This means that good service quality will give a positive evaluation, while poor service quality will give a negative evaluation. Thus the better the quality of customer service, the better the level of customer satisfaction, while the worse the quality of customer service, the worse the level of customer satisfaction.

The results of this study are in line with previous research conducted by Ping Lung Huang, Bruce CY Lee and Ching-Chin Chen (2019) that service quality has a significant positive effect on B2B customer satisfaction (Huang *et al.*, 2019).

### The Effect of Perceived Price on Enterprise Customer Satisfaction

*enterprise customer satisfaction*, where H2 is accepted. Specifically what is meant in this research is the fairness of the price offered in Telkom's *enterprise services*.

Fairness of price is an individual's perception of the specified price. This means that perception of a fair price will lead to a positive response and behavior and perception of an unreasonable price will lead to a negative response and behavior. Perspi fair price in this case so it can be concluded that the more the price corresponds to the quality of service, the better the level of customer satisfaction, and the more the price does not match the quality of service, the worse the level of customer satisfaction.

The results of this study are in line with previous research conducted by Haitan Alzoubi, Muhammad Alshurideh, Barween Al Kurdi and Mohammad Inairat (2020) that Price Perception has a significant positive influence on B2B customer satisfaction, especially in the telecommunications sector (Alzoubi *et al.*, 2020).

### The Effect of Customer Experience Quality on Enterprise Customer Satisfaction

*Enterprise customer satisfaction*, where H3 is accepted. Customer experience is conceptualized as the customer's internal and subjective response to each direct or indirect interaction with the service provider at various *touchpoints*. In this case, it is the quality of customer experience in Telkom's *enterprise services*. Thus, if the

level of service experience establishment is good, that is when the service provider understands the customer experience expectations and provides the same at all *touchpoints* in developing business relationships. This means that the quality of a good customer experience will give a positive evaluation, while the quality of a bad customer experience will give a negative evaluation. Thus, the better the quality of customer experience, the better the level of customer satisfaction, while the worse the quality of customer service, the worse the level of customer satisfaction.

The results of this study are in line with previous research conducted by Endang Tjahjaningsih (2021) that the quality of the customer experience has a significant positive influence on B2B customer satisfaction (Tjahjaningsih & Widyasari, 2021).

### The Effect of Customer Satisfaction on Customer Loyalty

Based on the research results, it is known that customer satisfaction has a significant positive effect on *enterprise customer loyalty*, where H4 is accepted. Customer satisfaction can be defined as the pleasure that is felt by customers when evaluating certain products or services that they have used. According to Rychalski and Hudson, customer loyalty is explained using relational or information exchange theory. The results of this information exchange aim to broaden the customer's emotional experience so as to make customer evaluations more focused which can lead to loyalty, especially to B2B services. Customers bound by sentiments of loyalty will be bound to their service providers even beyond the obvious economic benefits. Thus, positive emotions can lead to satisfaction (Rychalski & Hudson, 2017) and then lead to loyalty (Ou & Verhoef, 2017). Thus, the better the customer satisfaction, the better the level of customer loyalty, while the worse the customer satisfaction, the worse the level of customer loyalty.

The results of this study are in line with previous research conducted by (Azizah & Puspito, 2020) and (Fernandes & Solimun, 2018) that customer satisfaction has a significant positive effect on B2B customer loyalty.

### Mediation of Customer Satisfaction on the Effect of Service Quality on Customer Loyalty

The results showed that customer satisfaction has a significant positive effect on service quality on *enterprise customer loyalty*, where H5 is accepted. Based on the results of hypothesis testing, it shows that the relationship between customer satisfaction is *partial mediation* on the effect of service quality on customer loyalty, meaning that even though customer satisfaction is not analyzed, customers still use Telkom's *enterprise services*. So that can concluded during standard quality Telkom's enterprise service is good, then customer will remain loyal to Telkom. Meanwhile, if Telkom's *enterprise service quality standards* are poor, the level of

customer loyalty to Telkom's *enterprise services* will also be poor.

The results of this study are in line with previous research conducted by (Jumawan, 2018) that service quality has a significant effect on customer loyalty with B2B customer satisfaction as an intervening variable.

### **Mediation of Customer Satisfaction on Price Perceptions of Customer Loyalty**

The results showed that customer satisfaction has a significant positive effect on price perceptions on *enterprise customer loyalty*, where H6 is accepted. Based on the results of hypothesis testing, it shows that the relationship between customer satisfaction is *partial mediation* on the effect of price perceptions on customer loyalty, meaning that even though customer satisfaction is not analyzed, customers still cooperate with Telkom in using *enterprise services* as long as the price offered is in accordance with service quality and customer satisfaction. So it can be concluded the better the price offered in accordance with quality service, customer still cooperate with Telkom. Whereas if price offered \_ No in accordance with quality service, rate loyalty customer to Telkom's enterprise service is also bad.

Research results this in line with study previously carried out by Lestari, Khairani and Handayani that Perception of Price matters significant to loyalty customer with Satisfaction B2B customers as intervening variables (Lestari *et al.*, 2021).

### **Mediation of Customer Satisfaction on the Quality of Customer Experience on Customer Loyalty**

The results showed that customer satisfaction has a significant positive effect on customer experience on *enterprise customer loyalty*, where H7 is rejected. Based on results testing hypothesis showing connection satisfaction customers are full mediation on influence quality experience customer to loyalty customer, that is satisfaction customer role full in support experience customer to loyalty customer. So that can concluded customer must satisfied with experience good customer \_ so evaluation given \_ customer will positive and customers will Keep going cooperate with Telkom. Whereas if customer No satisfied so evaluation from experience customer will bad that resulted customer No cooperate Again with Telkom.

The results of this study are in line with previous research conducted by Subhadip Roy, S. Sreejeshb, Sandhya Bhatia (2019) that the quality of customer experience has a significant effect on customer loyalty with B2B customer satisfaction as an intervening variable (Roy *et al.*, 2019).

## **CONCLUSION**

1. Based on the research results, it is known that service quality has a significant positive effect

on *enterprise customer satisfaction*, where H1 is accepted. Thus the better the quality of customer service, the better the level of customer satisfaction, while the worse the quality of customer service, the worse the level of customer satisfaction.

2. Based on the research results, it is known that price perception has a significant positive effect on enterprise customer satisfaction, where H2 is accepted. Persep price reasonable in matter This is appropriate price \_ with quality service, so can concluded that the more price in accordance with quality service the more good level satisfaction customers, and increasingly price No in accordance with quality service so the more bad level satisfaction customer.
3. Based on the research results, it is known that the quality of customer experience has a significant positive effect on enterprise customer satisfaction, where H3 is accepted. A good customer experience quality will give a positive evaluation, while a bad customer experience quality will give a negative evaluation. Thus the better the quality, the better the customer experience the level of customer satisfaction, while the worse the quality of customer service the worse the level of customer satisfaction.
4. Based on the research results, it is known that customer satisfaction has a significant positive effect on enterprise customer loyalty, where H4 is accepted. Customer satisfaction can be defined as the pleasure that is felt by customers when evaluating certain products or services that they have used. Thus, the better the customer satisfaction, the better the level of customer loyalty, while the worse the customer satisfaction, the worse the level of customer loyalty.
5. The results show that customer satisfaction has a significant positive effect on service quality on enterprise customer loyalty, where H5 is accepted. This means that as long as Telkom's enterprise service quality standards are good, customers will remain loyal to Telkom. Meanwhile, if Telkom's enterprise service quality standards are poor, the level of customer loyalty to Telkom's enterprise services will also be poor.
6. The results show that customer satisfaction has a significant positive effect on price perceptions on enterprise customer loyalty, where H6 is accepted. This means that the better the price offered in accordance with the quality of service, the customer will continue to cooperate with Telkom. Meanwhile, if the price offered does not match the quality of service, the level of customer loyalty to Telkom's enterprise services will also be poor.
7. The results showed that customer satisfaction

has a significant positive effect on customer experience on *enterprise customer loyalty*, where H7 is rejected. This means that customer satisfaction plays a full role in supporting customer experience on customer loyalty. So it can be concluded that customers must be satisfied with a good customer experience, so the evaluation given by the customer will be positive and the customer will continue to work with Telkom. Meanwhile, if the customer is dissatisfied, then the evaluation of the customer's experience will be bad, which will result in the customer not working with Telkom anymore.

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