

The Effects of Satisfaction of Using Simpati Card and IM3 Card and It's Impact on Customer Loyalty for Students of Widyatama University

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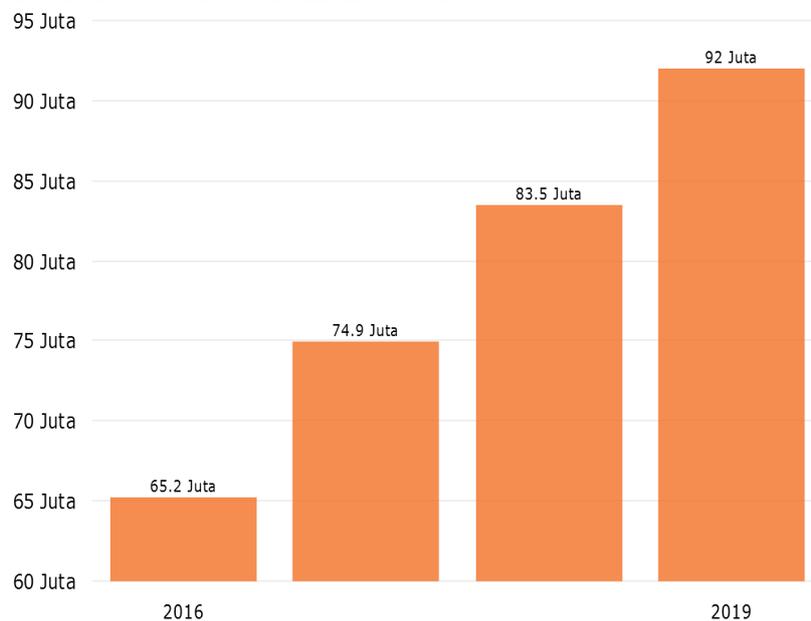
In the past, the use of cellphones could only be enjoyed by the upper class, such as artists or officials, because the price of cellphones was very expensive. But now with the development of technology and mobile information, cellphones are not only enjoyed and used by the upper classes, but the lower classes are able to enjoy mobile facilities to meet their daily needs; including communication needs and business needs. With the increasing use of mobile phones for communication and business purposes, it is necessary to conduct research that aims to determine whether there are differences in satisfaction in the use of the Simpati card and IM3 cards, and to determine the impact of satisfaction using these cards on customer loyalty. The variables tested in this study are consumer satisfaction and loyalty as independent variables. The research method used in this study was a comparative and quantitative method. The population of this research is Widyatama University students, with random sampling technique. Test analysis techniques involved Wilcoxon Comparison. The results of the study state that customers are more satisfied using the Simpati Card compared to IM3 card. From this, the data analysis continued focusing on the impact of satisfaction on loyalty using Simple Regression, with positive and significant results. This means that the variable X has a positive influence on the variable loyalty. This is because the use of the Simpati Card is considered safer, easier to obtain, has a strong signal, and has a large selection of quota packages. For this reason, the Telkomsel company recommended in this case is the manufacturer of Simpati card, as they always maintain and service its BTS so that consumers feel comfortable using the card continuously, and are even able to influence other individuals to move to the use of Simpati card.

Key words: *Comparison of Satisfaction; Loyalty.*

Introduction

The development of information technology is increasingly experiencing rapid growth. This can be seen from a variety of activities from the lower to the upper classes in running a business that is technology or web-based. Technology is born of human thinking that seeks to facilitate its activities which are then applied in life. Technology has developed rapidly and is increasingly sophisticated so that the addition of technological functions has increasingly spoiled human life. Correspondingly, mobile phone needs has increase rapidly too. This is indicated by the growth of mobile phone users below:

Table 1: Mobile users In Indonesia



Source : <https://www.cnnindonesia.com/>

The increase in mobile phone use will increase the demand for cellular cards that are used as a means of activating cellphones or cellular. The biggest cellular card market player in Indonesia is Telkomsel, which produces one of its cards, the Simpati card, while Indosat produces IM3 cards. These two card companies compete very tightly. Various competitive strategies are used to promote the uniqueness of each competing card, with each emphasizing their strengths in order to win the hearts of customers. Attention is given to meeting the needs and satisfy customers, based on opportunities identified by the company. Of course, this also affects telecommunication companies such as Telkomsel, Indosat, XL, Axis, Esia, Smartphones, etc. This research was only conducted on Simpati and IM3 card manufacturers,

because the two cards are big market players, each other competing against each other. The following table 2 below is about the Top Brand of the two cards.

Table. 2: Data on Top Sympathy and IM3 Card Brands Year 2015-2018

Years	Card Name	TBI	Information
2015	Simpati	34.6%	
	IM3	14.0%	
2016	Simpati	35.5%	
	IM3	15.4%	
2017	Simpati	34.6%	
	IM3	13.6%	
2018	Simpati	35.8%	
	IM3	14.0%	

Source : Top Brand Award

Customer satisfaction is the goal of each company, as well as sim card companies, to satisfy their customers. Achieving satisfaction is a simple, and yet, complex process. According to Lovelock-Wright, who was translated by Widyantoro (2009; 102): "Satisfaction is an emotional state, their post-purchase reaction can be in the form of anger, dissatisfaction, irritation, neutrality, joy, or pleasure "

The definition of consumer satisfaction above illustrates differences between consumer expectations and perceived performance. Consumer expectations are described as consumer beliefs about what they receive if they buy or consume a product (goods or services). If they feel satisfied, they will be loyal to the product and if they are not satisfied, they will leave the product. Furthermore, Rina Racmawati's research (2014), shows that satisfaction has a positive impact on loyalty, and with customer loyalty, the company benefits. This was confirmed in the research of Lia Indah, Sri Wahyuni and JokoWidodo (2018), that satisfaction showed a significant effect on Simpati card brand loyalty to FKIP students, Jember University. While the results of the Maisur Research (2017), show that satisfaction with the use of IM3 cards has a positive impact on consumer loyalty in the City of Pontianak. For this reason, the author wants to further research this area, with the current paper titled Comparison of Satisfaction of Simpati Card (Telkomsel) and IM3 (Mentari) and Its Impact on Customer Loyalty. This study aims to compare sim card user satisfaction between Simpati card from Telkomsel and IM3 card from Mentari, as well as how the impact of customer satisfaction on customer loyalty. This research was conducted with Widyatama University students.

Literature Review

Consumer Satisfaction

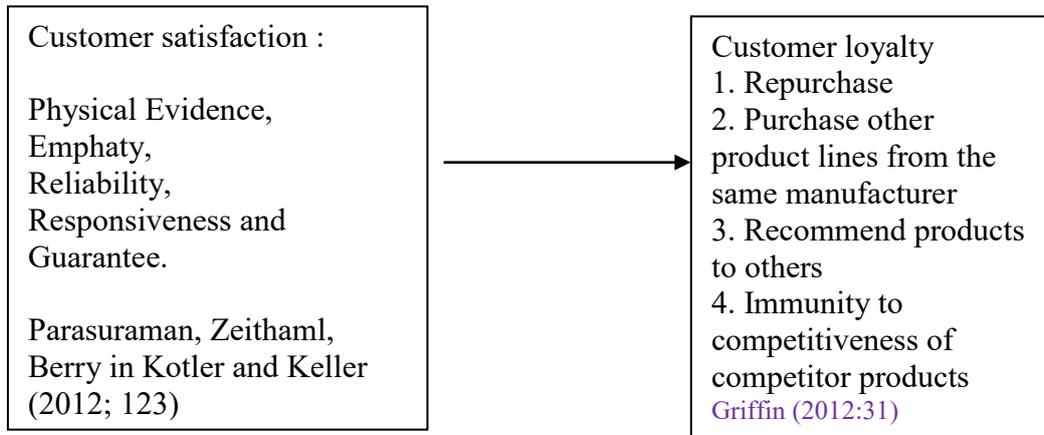
Marketing is an important activity for companies, because the development of a company will be determined by its marketing activities. This illustrates that marketing activities not only sell products, but do more than that. Modern marketing is orientated towards customer satisfaction under the premise that if a company is able to satisfy its customers continuously, then they will engage them in their next sale. Satisfaction, according to Lovelock and Wirtz (2011: 74), "is an attitude that is decided based on the experience gained. Whereas according to Kotler & Armstrong (2012: 36), customer value / satisfaction is a comparison of customers between all profits and all costs that must be incurred to receive a given offer. For that companies must be able to provide value. Furthermore Tjiptono (2012: 301), consumer satisfaction is a situation that is shown by consumers when they realize that their needs and desires are in accordance with what is expected and fulfilled well.

Customer loyalty

As stated by Ali Hasan (2009: 83), customer loyalty is defined as people who buy, especially those who buy regularly and repeatedly. The customer is someone who continuously and repeatedly comes to the same place to satisfy their desires by owning a product or getting a service and paying for the product or service. Griffin (2013: 274), further explains loyalty is: Purchasing behavior which is defined as non-random purchases expressed from time to time by several decision-making units. From these descriptions it can be concluded that customer loyalty is an attitude that becomes a behavioral impulse to purchase products / services from a company that includes aspects of emotion in the action, especially for those who buy regularly and repeatedly with high consistency. Further to buying the goods and services, the customer has a positive commitment and attitude towards the company that offers these products / services.

Framework.

Satisfying consumers is the desire of every company. In addition to important factors for the survival of the company, satisfying customer needs can enhance excellence in competition. Customers who are satisfied with products and services tend to repeatedly buy products and reuse services when the same needs reappear in the future. This means that satisfaction is a key factor for consumers in repurchasing which is the largest portion of the company's sales volume. Evaluation of customer satisfaction can be done with 5 dimensions of Parasuraman, Zeithaml, and Berry which are quoted by Fandy Tjiptono (2012: 198, namely Physical Evidence, Emphaty, Reliability, Responsiveness and Guarantee.



Ho: There is no difference in satisfaction between Sim Card Simpati and Sim Card users IM3

H1: There are differences in satisfaction between Sim Card Simpati users and IM3 Sim Cards

Ho: Satisfaction does not affect loyalty

H1: Consumer satisfaction affects consumer loyalty.

Research Methods

This research used survey methodology as well as descriptive, comparative and quantitative methods. The sampling technique uses Random sampling technique. The number of samples taken is 100 people, which can be obtained by Slovin formula:

$$n = \frac{N}{1 + N \cdot d^2}$$

Where :

n = Number of samples.

d = Error limit

N = Population Size

The data needed in this study are secondary data and primary data. After the data are obtained, the data are processed to test the validity, as shown in the table below, with the criteria if $r_{count} > r_{table}$, then the data can be said to be valid:

Table 3: Test the Validity of Satisfaction Sympathy Card

Statement	R calculated	R table	Information
VAR00001	,955	0,195	Valid
VAR00002	,945	0,195	Valid
VAR00003	,944	0,195	Valid
VAR00004	,940	0,195	Valid
VAR00005	,964	0,195	Valid

Table 4: Test the Validity of Satisfaction IM3 Card

Statement	R calculated	R table	Information
VAR00001	,549	0,195	Valid
VAR00002	,444	0,195	Valid
VAR00003	,601	0,195	Valid
VAR00004	,332	0,195	Valid
VAR00005	,445	0,195	Valid

Table 5: Test the Validity of Consumer loyalty

Statement	R calculated	R table	Information
VAR00001	,382	0,195	Valid
VAR00002	,501	0,195	Valid
VAR00003	,361	0,195	Valid
VAR00004	,516	0,195	Valid

Reliability

Reliability is a tool used to measure the consistency of a series of measurements or a series of measuring instruments. The reliability of a variable construct is said to be good if it has a Cronbach's Alpha value > 0.60. The following are the results of reliability testing using the SPSS program:

Table 6: Reliability Test of User Satisfaction Simpati Card

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,983	,983	5

Table 7: Reliability Test of User Satisfaction IM3 Card

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,696	,728	5

Table.8: Criteria for variable reliability testing of consumer loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,643	,669	4

Respondents About Customer Satisfaction Users Sympathy Card

Table 9: Analysis Consumer Satisfaction Users of Simpati cards

No.	Statement	SA	A	Q A	LA	Dis agree	Total	Average	Information
1	Quality and service Sympathy is satisfying	13	54	22	9	2	367	3,67	Agree
2	The physical form of the sympathy card is strong and	13	47	9	9	22	320	3,20	Quite agree

	sturdy								
3	Obtaining Sympathy Card is easy to obtain	11	54	24	9	2	363	3,63	Agree
4	Sympathy Cards are rarely a nuisance	16	45	15	12	12	341	3,41	Agree
5	Sympathy signals are very good and don't happen blank	13	40	26	3	18	327	3,27	Quite agree
	Total							17,18	
	Σ AverageY							3,44	Agree

Source : Questionnaire data was processed

Table 9, above explains the average response of respondents of Simpati Card users who agree with the average value of 3.44 which is in the interval 3.40 - 4.19 (In accordance with the criteria that are agreed / satisfied).

Respondents about Customer Satisfaction users IM3 Card

Table 10: Customer Satisfaction Analysis Users IM3

No .	Statement	SA	A	Q A	LA	Disagree	Total	Average	Information
1	The service quality of IM3 is satisfying	8	47	20	13	12	326	3,26	Quite Agree
2	The physical form of an IM3 card is satisfying	12	46	16	14	12	332	3,32	Quite Agree
3	IM3 Sim Card is easy to get	8	45	21	14	12	323	3,23	Quite Agree
4	IM3 cards are rarely a nuisance	13	48	17	10	12	3 40	3,40	Agree
5	IM3 signal is very and does not occur blank	9	47	18	14	12	327	3,27	Quite Agree
	Score							16,48	
	Σ Average X							3,30	Quite Agree

Source: data processed

Table 10, above explains the average response of respondents of IM3 Sim Card users who stated that they quite agree with the average value of 3.30 which is in the interval of 2.60 - 3.39 (In accordance with the existing criteria, it is enough to agree / quite satisfied).

Respondents about Loyalty

Table 11: Consumer Loyalty Analysis

No	Statement	SA	A	QA	LA	Disagree	Total	Average	Information
1	I will be loyal to my chosen card.	14	38	28	5	15	331	3,31	Quite Agree
2	I will purchase a product line offered by my preferred provider	12	52	27	9	0	367	3,67	Agree
3	I will recommend to friends and relatives to use the same provider as me	12	51	21	10	6	353	3,53	Agree
4	I am not interested in offering other sim cards / other providers	21	58	11	10	0	390	3,90	Agree
Total								14,41	
Σ Average Y								3,60	Agree

Source: data processed

Table 11, above explains the average respondent's response to loyalty on the chosen sim card / provider agreeing with an average value of 3.60 which is in the interval 3.40 - 4.19 (In accordance with existing criteria agreed / high level of loyalty).

Average Difference Test

Testing is done to compare the satisfaction of the user of the sympathy card and the IM3 card with the Wilcoxon different test which shows the results as follows:

Table 12: Uji Beda Wilcoxon Signed Ranks Test

Ranks		N	Mean Rank	Sum of Ranks
Im3 - Simpati	Negative Ranks	44 ^a	33,52	1475,00
	Positive Ranks	20 ^b	30,25	605,00
	Ties	36 ^c		
	Total	100		
a. Im3 < Simpati				
b. Im3 > Simpati				
c. Im3 = Simpati				

Table.12, above can be explained below there is a similar level of satisfaction of 36 people from selected respondents and 44 respondents gave different answers, that the use of sympathy cards is better, while 20 people stated that it is better to use IM3 cards. This is reinforced by the table. 13 below:

Wilcoxon Hypothesis Test

Criteria: If the value of Asymp. Sig (2-tailed) is smaller than <0.05 , then H_a is accepted
Conversely, if the value of Asymp. Sig (2-tailed) is greater than >0.05 , then H_a is rejected

Table 13: Test Statistics^a

	Im3 - Simpati
Z	-3,015 ^b
Asymp. Sig. (2-tailed)	,003

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Based on table 13, as shown above, the results of the average difference test between Sim Card User satisfaction Simpati and IM3 card users, based on the sig value amounting to $0.03 < 0.05$, then there is a significant difference between the satisfaction of using Simpati and karti IM3 cards.

Simple Linear Regression Analysis

The analytical method used in this study is Simple Linear Regression, this is to explain the contribution of more satisfaction variables, namely the card / sim card Simpati for Loyalty.

Table 14: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,114	,263		8,041	,000
	Simpati	,437	,070	,531	6,201	,000

a. **Dependent Variable:** loyalty

Table. 14, the above can be illustrated as follows:

$$Y = 2,114 + 0,437X_1$$

In table 14, above, it can be explained that if X1 changes 1 unit, it will change the loyalty variable Y one unit. Because the constant is positive and X1 is also positive, then the change will occur towards a positive and significant because a significant value of 0,000 < 0.05.

Table 15: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson df2
1	,531 ^a	,282	,274	,61135	98

a. *Predictors:* (Constant), Simpati

b. *Dependent Variable:* loyalitas

While table 15, the value of R Square is 0.282, indicating the effect of variable X1 (simpati card) on Y (loyalty) is 28.2%, and the remainder is 71, 8% is influenced by other variables not examined.

Results and Discussion

Based on the results of the study, it can be explained that the responses of Simpati Card user agree, which means they are satisfied to use a Sim Card / Simpathi card, this is because Simpati Card has a strong or slow signal, and the connection is stable even when used during rush hour. Besides this, the Simpati Card also provides an internet package with various options, namely the Simpati TM Jumbo All Opr package, 500 MB internet package, 1 GB internet package, internet package 3 GB, 5 GB and 10 GB, talkmania night package, Talk mania day and many more packages at affordable prices. These package options are provided so that consumers can choose the packages provided in accordance with the digital lifestyle of consumers. The responses of respondents to IM3 card uses also stated that they were quite agreeable / quite satisfied with a value of 3.30. This was due to IM3 sim card users feeling

that IM3 connection was sometimes slow or unstable and the internet package was still limited by time. For example, buying a 25 thousand internet package gets a 2.4 GB internet package, it turns out that the regular quota that can be used 24 hours is only 600 MB, while the remaining 1.8 GB can only be used from 24.00 to 06.00, and the IM3 network does not cover the entire region in Indonesia, so for certain areas it is often blank / no connection. This shows that there are significant differences in the satisfaction of Simpati Card and IM3 Card users, which are strengthened by the different Wilcoxon tests. Even so, both Simpati users and IM3 users have a high level of loyalty with a value of 3.60. The results of the regression analysis show $Y = 2.114 + 0.437X_1$, this can be explained that if X_1 (satisfaction) increases one unit (%) positively it will increase Y (loyalty) one unit (%) positively as well. The influence of satisfaction with loyalty is indicated by the value of R Square of 0.282 or the amount of satisfaction with loyalty is 28.2%, while the remaining 71.8% is influenced by other factors not examined such as price, distribution, promotion, etc.

Conclusions and Recommendations

Based on the description above it can be concluded that there is a significant difference in satisfaction between Simpati card users and IM3 card users, with Simpati Card users more satisfied. The simple regression results indicate a significant and positive influence between satisfaction with loyalty. This means that if consumers is more emotionally invested with the Sim Card used, their loyalty on the card used will increase. Conversely, if consumers feel dissatisfied with the Sim Card used it will reduce the level of loyalty and may even leave the Sim Card and move to another sim card that can satisfy them. For that sim card manufacturers, especially Telkomsel, who produce the Simpati card, it is important to always be vigilant with competitors so that competitors do not chase them unknowingly, adding new products to existing line products, improving service quality through stronger signals and giving discounts, gifts or bonuses.

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