

The Influence of Promotion, Product Quality, and Service Quality on Fixed Broadband Internet Consumer Satisfaction

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Abstract: PT Eka Mas Republik is a company engaged in the field of Fixed Broadband internet service providers which aims to provide internet services to the community. This study aims to empirically determine the acceptance of Fixed Broadband PT Eka Mas Republik on the customer side. This study uses a model adopted from the variables of Media Promotion, Product Quality, Service Quality, and Customer Satisfaction. Furthermore, the model was analyzed using the Partial Least Square Structural Equation Model (SEM-PLS). The results showed varying relationships between exogenous variables and endogenous variables. First, the service quality variable has a significant effect on the consumer satisfaction variable. Second, the product quality variable has a significant effect on the consumer satisfaction variable, Third, the MP variable is proven to be significant to the service quality variable. Fourth, the product quality variable is proven to be significant to the service quality variable. Fifth, the MP variable does not prove significant to the consumer satisfaction variable. Sixth, the MP X service quality variable does not prove significant to the consumer satisfaction variable. Seventh, the product quality x service quality variable does not prove significant to the consumer satisfaction variable.

Keywords: Adoption, Fixed Broadband, SEM-PLS

A. Introduction

A new virus that initially surfaced in the Chinese city of Wuhan at the start of 2020, in March, surprised the world. The existence of this new virus will undoubtedly have a significant impact on a variety of spheres of life, including politics, economics, business, and education. The Covid-19 pandemic epidemic has had a significant effect on business. Both public and private businesses in this situation face both positive and bad effects on their operations. The majority of businesses in the health, food, e-commerce, and information and communications technology sectors can compete and profit from this pandemic. The information and communications sector, including PT. Eka Mas Republik has a chance to capitalize on this momentum. In addition to continuing to deliver the greatest performance,

PT. Eka Mas Republik is utilizing this opportunity to innovate digital products and services to address these difficulties. Various requirements of individuals going through the same changes. People's lifestyles and desires for abundance have changed as a result of the spread of the COVID-19 virus. For instance, Indonesia has enacted a Mass Restriction Policy to require that work and school be done at home to stop the spread of disease. The demands of society are altered as a result of this circumstance, including the crucial necessity for the internet. Along with a change in lifestyle

A fiber optic broadband provider of multimedia services that is a part of the Sinarmas Group is PT. Eka Mas Republik. High-definition cable television and fast Internet are two services provided using fiber optic cable networks. MyRepublic is their main Internet service offering. Complete fiber optic internet access services under the MyRepublic brand are available for homes and small- and medium-sized organizations. Although MyRepublic is the newest service provider in Indonesia, the market potential is enormous, and the number of consumers is consistently growing. As a result, MyRepublic is very serious about competing in this sector. Does the customer's attitude of happiness with the services MyRepublic offers affect this?

PT Eka Mas Republik, often known as MyRepublic, is a global business operating in the Internet service provider industry. With Fixed Broadband and Pay TV information technology business products, PT Eka Mas Republik launched its operations in 2015 to meet the internet and entertainment needs of Indonesians. Utami & Gunadi (2022) define fixed broadband as a connection type that necessitates the use of a dedicated network cable or telephone cable to connect to a fast and expansive internet.

Consumer satisfaction, according to Armstrong (2015), is the degree to which the buyer's expectations are met by the perceived performance of the product. If the performance of the goods falls short of consumer expectations, the customer is content or happy. The customer service manager for MyRepublic in the corporate office claims that consumer views of service quality and cost are crucial for maintaining business operations. Customer satisfaction will happen if customer care is of a high caliber, and it will also happen if the cost of the MyRepublic bundle is reasonable and offers advantages to customers. Customers will utilize MyRepublic services more frequently the more delighted they are.

Ramadhanu & Priandika (2021) define a product as something that may be sold on the market to fulfill a need or a want. Includes tangible products, services, activities, occasions, people, locations, assets, businesses, information, and concepts. In the corporate sector, particularly in the area of information technology, products are tremendously significant. Information technology goods play a significant role in marketing since they can be provided to customers to fulfill needs and desires. The

expansion of a business product is also impacted by the advancement of information technology (Siregar et al., 2020).

Based on preliminary price research conducted by MyRepublic at its headquarters, it was determined that a large number of complaints from customers regarding the MyRepublic network's difficulties with work-from-home activities during the COVID-19 outbreak were made via Twitter. Several MyRepublic users who voiced their issues led to MyRepublic becoming a trending topic on Twitter. Customers felt dissatisfied with MyRepublic customer service because the response took a long time and did not provide solutions to problems faced by customers. At the time, there were several consumer complaints related to MyRepublic service which were said to be unsatisfactory.

When a problem arises on the MyRepublic internet network, customer service responds slowly, and customers may even have to wait several days for it to be fixed, making the service provided insufficient. Then, yet another complaint was made regarding the less reliable MyRepublic internet network, which interfered with consumer activities (Sondakh & Kalangi, 2020). Companies work to provide product and service quality that can fulfill customer expectations for customers to feel satisfied and decide to make a purchase (Cesariana et al., 2022) Consumer satisfaction has a significant impact on purchasing decisions.

These justifications suggest that MyRepublic has a problem with customer happiness. Based on the information presented, the study question, which is whether product and service quality affect consumer happiness, can be created. The goal of this research was to demonstrate and examine how product and service quality affects consumer satisfaction with MyRepublic.

B. Methods

The research used in this research is causal, that is, the influence of the independent variable on the dependent variable can be seen. According (Sugiyono, 2020), population is a broad field made up of things and subjects with certain traits and numbers. The primary population of this study is all of the 48,123 Fixed Broadband users at the Palembang branch as of the end of July 2023 (case study: PT. Eka Mas Republik).

According to (Sugiyono, 2019), the sample is a component of the population that provides the data for the research, and the population is a component of several attributes. The actual survey used a non-probability sampling technique. The Slovin formula was used to calculate the number of samples. The sample size at the 10% level is calculated using the following formula.

Field methods, such as observation and the distribution of questionnaires (surveys), as well as library methods, in which data is collected in the form of books, journals, and other library sources that are relevant to the study. The Partial Least Square Structural Equation Model (SEM-PLS), which was calculated with the aid of SmartPLS v.4 software, is used in this study since it focuses more on explanatory research than descriptive research. This is due to the benefits of the SEM-PLS method for the research goal of finding the key determinant variables.

C. Results and Discussion

The research results show varying relationships between exogenous variables and endogenous variables. The explanation of the analysis results is described in the following section.

The Influence of Promotional Media on Service Quality

According to the findings of the statistical test, Media Promotion (MP) significantly affects Service Quality. The results of the t-count test, which showed $2.195 > t\text{-table } 1.65$ and a path coefficient value of $0.108 > 0$, clearly demonstrate this. This number indicates that the promotional medium used by PT Eka Mas Republik can raise the caliber of Fixed Broadband services. This study backs up the idea that customer happiness is significantly influenced by service quality (Gofur, 2019) ; (Aprileny et al., 2020).

The Influence of Product Quality on Service Quality

According to the findings of statistical testing, Service Quality is significantly impacted by Product Quality. This is evident from the t-count test results, which suggest that the product quality offered by PT Eka Mas Republik can enhance the quality of Fixed Broadband services with a path coefficient value of $0.827 > 0$. This study backs up the notion (Nurlaela & Wardani, 2021) that the quality of the product has a big impact on the quality of the service.

The Influence of Promotional Media on Consumer Satisfaction

According to the outcomes of the statistical tests, Media Promotion (MP) had no discernible impact on Consumer Satisfaction. This is evident from the t-count test results of $0.040 > t\text{-table } 1.65$ with a path coefficient value of $-0.002 > 0$, which demonstrate that PT Eka Mas Republik's promotional efforts are ineffective in satisfying Fixed Broadband users. According to the findings of the analysis of actual problems in the field, this can occur because the promotional media that is presented is different from what is provided to customers, such as promotional media that provides internet information that is always s-table / normal, and because therapy

there are frequently interruptions that take a significant amount of time. This issue can hurt customer satisfaction. The answer to this issue is to ensure that the internet quality in the field is as steady and normal as feasible if the promotional materials claim that it is always stable or normal. This study lends credence to the notion (Herlambang & Edi, 2021) that suggests promotional media have little influence on consumer happiness.

The Influence of Product Quality on Consumer Satisfaction

According to the findings of statistical testing, there is a substantial relationship between Product Quality and Consumer Satisfaction. This is evident from the t-count test results, which suggest that the quality of the products offered by PT Eka Mas Republik can satisfy Fixed Broadband customers with a value of $3.827 > t\text{-table } 1.65$ and a path coefficient value of $0.494 > 0$. The notion (Herlambang & Edi, 2021); (Malik & Marijam, 2019); (Pura & Madiawati, 2021) that product quality has a substantial impact on consumer happiness is supported by the research.

The Influence of Promotional Media on Consumer Satisfaction Based on Service Quality

According to the findings of the statistical test, there is no correlation between Service Quality and Promotional Media (MP) and Consumer Satisfaction. The t-count test findings of $1.552 < t\text{-table } 1.65$ with a path coefficient value of $-0.089 < 0$, which demonstrate that the influence of service quality on the link between promotional media and consumer pleasure is not supported, clearly demonstrating this. According to the findings of the analysis of actual problems in the field, this may occur because the promotional media that is advertised differs from what is given to customers with poor customer service, such as in promotional media that advertises internet that is consistently stable/normal but frequently experiences issues-causing interruptions. takes a considerable amount of time, and if there is a problem, customers frequently inquire with sales about the issue. PT Mas Eka Republik anticipated this issue by sending each customer an email with an estimate of the processing time, but the processing time is frequently longer than the deadline that has been provided in the email. Therefore, if advertising claims that the internet is consistently stable or typical, the quality on the job should reflect that claim as closely as feasible, and customer service should offer accurate repair time estimates when issues arise.

The Influence of Product Quality on Consumer Satisfaction which is based on Service Quality

According to the findings of the statistical test, there is no correlation between Service Quality, Product Quality, and Consumer Satisfaction. The t-count test results

of 1.407 t-table 1.65 and a path coefficient value of $0.066 > 0$ demonstrate this. These numbers indicate that there is no positive influence of service quality on the link between product quality and customer happiness. According to the findings of the analysis of real problems in the field, this can occur when a product's quality claims that the internet is 20 megabits per second (Mbps), but the client actually receives 10 Mbps, and the consumer can only report this to sales. To address this, PT Mas Eka Republic has provided two options: the first is the customer care number, which is 1500818; the second is the MyRepublic service link, which is <https://maira.myrepublic.net.id/index.php/login>. However, many customers are unaware of this. Therefore, it is best to attach the customer service number and scan the QR Code at each access point provided to customers to access the MyRepublic service link.

D. Conclusion

It is possible to draw the following conclusion from the analysis and debate that have been done. First, the analysis's findings indicate that the variables for Product Quality and Service Quality significantly influence the Consumer Satisfaction variable. For the Consumer Satisfaction variable, it was not demonstrated that the Promotion Media (MP) x Service Quality, or Product Quality x Service Quality variables were significant. Second, it was determined that the Product Quality and Promotion Media (MP) variables had a bearing on the Service Quality variable.

From the analysis's findings, it is also clear that the Consumer Satisfaction variable and the Service Quality variable, both with percentage values of 78.6% and 78.7%, are the exogenous variables that best describe the endogenous variables. Since Consumer Satisfaction and Service Quality have a Q2 value > 0 and 86.3% of the models used are deemed FIT, it can be inferred from these two variables that they contain sound observations.

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