BUSINESS STRATEGY ANALYSIS TO ACHIEVE CUSTOMER LOYALTY AMONG TELKOM PROVIDER USERS AT MUHAMMADIYAH SUKABUMI UNIVERSITY

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Abstract
The rapid development of information technology and the increasing use of data communications by users has driven the growth of high-speed internet services. This research aims to analyze the factors that influence increasing customer loyalty, in this case, users of Telkom internet providers at Muhammadiyah University, Sukabumi. The independent variables are service quality, company image and customer satisfaction as mediating variables. The sample of this research was 110 respondents and then they were given a questionnaire to answer. Determination of the sample was carried out by calculations developed by (Hair et al, 1998). That is, the number of samples taken from the population is determined to be 5-10 times the number of indicators. Because in this study there are 24 indicators, the number of indicators is 24 x 6 = 144 respondents. In this study, the respondents were 144 users of the Telkom internet provider at Muhammadiyah University, Sukabumi. The tool used to analyze the data is AMOS 22.00 with the Structural Equation Modeling (SEM) method. The research results show that all of the five hypotheses proposed in this research are acceptable. The factors that have a significant influence are Service Quality and Company Image on Customer Satisfaction and Customer Loyalty. And Customer Satisfaction has a significant positive effect on Customer Loyalty.

Keywords: Service Quality, Corporate Image, Customer Satisfaction and Customer Loyalty.

INTRODUCTION

Indonesia is one of the developing countries that has the most ISPs (Internet Service Providers) in Asia, namely as many as 500 companies that have been registered in APJII (Association of Indonesian Internet Network Operators). To answer the people's, need for internet in Indonesia, several telecommunications service providers such as ISPs (Internet Service Providers) are required to continue to innovate in their services. ("Sales Promotion and Consumer Loyalty: A Study of Nigerian Telecommunications Industry," 2011). ISP is a business entity that provides internet services and other related services (Santoso, 2012). The majority of telecommunications companies also participate in providing internet rental services. A network that is both domestic and international is a prerequisite that must be owned by each ISP, so that customers or service users can be connected through a global network. The intended network is in the form of a transmission facility that functions to transmit data in the form of a modem, cable rental, bandwidth, radio communication, or VSAT (Very Small Apperture Terminal). In the future, the telecommunications industry in Indonesia will become the main supporting sector for economic development in Indonesia.

Figure 1
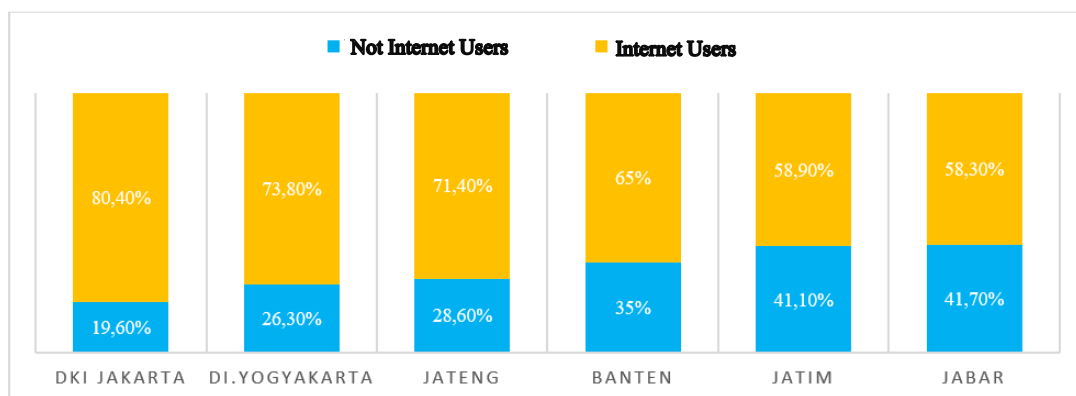**Contribution of Internet Users in Indonesia in 2021**
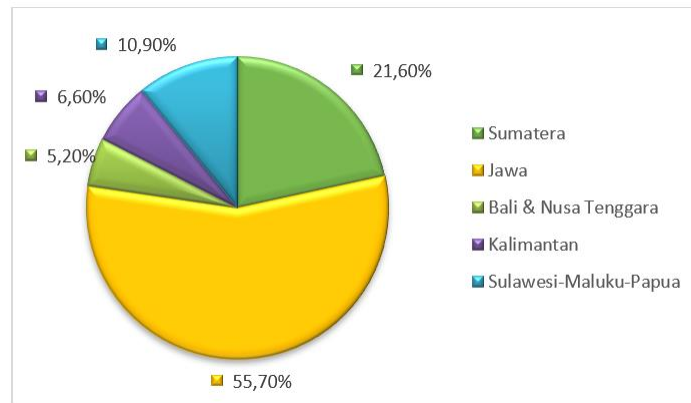
(Source: Indonesian Internet Service Providers Association, 2021)

Figure 1 above can be concluded that the highest internet users are Java with a contribution of 55.7% of all Indonesian internet users in 2018.(Indonesian Internet Service Providers Association, 2021)recorded 171.17 million internet users in 2018, an increase of 10.12% compared to 2017 of 143.26 million people. APJII also reported that Java was the largest internet user with 55.7%, followed by Sumatra at 21.6%.

The growth of broadband internet users can be seen from the large number of ISPs providing internet provision services in Indonesia. At the beginning of 2022 the number of ISPs registered with APJII will be 500 (Indonesian Internet Service Providers Association, 2018).

Figure 2 Internet user penetration for each province in the Java region in 2022

(Source: Association of Indonesian Internet Service Providers, 2022)

From Figure 2 above, it can be concluded that the highest penetration of internet users in the Java region is DKI Jakarta with 80.4%, DIY 73.8%, West Java 58.30%. With this scenario, internet service provider (ISP) companies in Indonesia, especially Java, are required to continue to innovate to increase their company's profits. Some expe2006) statesta

et al., (2006) states that profitability has a close relationship to customer loyalty in his research.

On the basis of this background, research is needed to testfactors that can increase the loyalty of internet customers in Sukabumi City, especially educational services, in this case the author took a study of Telkom internet services among Telkom internet provider users at Muhammadiyah University Sukabumi. For this reason, it is very important to conduct a study on educational institution customer loyalty to Telkom's internet. This study will provide direction for Telkom in determining points to focus on in increasing overall satisfaction and retaining current customers to remain loyal. Basically, a loyal customer base can help generate long-term business profits.

Business Phenomenon

From the results of a survey conducted by the author, internet customers among students have different characteristics from retail/institutional internet customers. According to research (Thaichon, 2010), student internet subscribers are more likely to be loyal to ISPs who can provide lower prices and high speeds. Of course, it is necessary to conduct a deeper study of whether Telkom's internet service provider has fulfilled customer satisfaction and customer loyalty. Because telkom is the choice of internet for the middle to upper middle class compared to other providers who offer lower prices.

Formulation Of the Problem

From the research phenomenon, research questions can be formulated as follows:
1. Does service quality have a positive effect on customer satisfaction for users of telkom internet providers at the Muhammadiyah University of Sukabumi?
2. Does corporate image have a positive effect on customer satisfaction for users of telkom internet providers at the Muhammadiyah University of Sukabumi?
3. Does service quality have a positive effect on customer loyalty among Telkom internet provider users at the Muhammadiyah University of Sukabumi?
4. Does corporate image have a positive effect on customer loyalty among Telkom internet provider users at the Muhammadiyah University of Sukabumi?
5. Does customer satisfaction have a positive effect on customer loyalty among Telkom internet provider users at the Muhammadiyah University of Sukabumi?

LITERATURE REVIEW
Service Quality

Based on the framework of service quality and company image as independent variables in this research. The service quality variable contains 5 "SERVQUAL" dimensions and 1 additional dimension which was added to suit the object under study, namely (network quality). These six dimensions will be briefly described as follows:
1. Tangible

Tangiblescan be seen as things that can be seen physically, such as facilities, tools, personal, and communication materials in business (Parasuraman, Zeithaml & Berry, 1988). In the case of internet service providers (ISPs), for example, ISPs have the latest visually appealing tools/tools. Besides that, the provider must be able to create the physical environment and others that are visible when the customer accesses the service.

2. Reliability

Reliability is a service that can be relied upon accurately as promised by the provider (Parasuraman, Zeithaml & Berry, 1988). Reliability is something that is guaranteed to perform consistently and continuously. In terms of providing internet services, ISPs must be consistent in providing what has been previously promised to customers, so that the ISP can be said to be "reliable".

3. Responsiveness

According to Parasuraman, et al (1988) responsiveness is the willingness of company employees to help and provide fast service to customers. One example of responsiveness in terms of providing internet services is: When a customer experiences a problem, ISP employees respond swiftly to the customer and resolve the problem.

4. Guarantee and certainty (assurance)

Guarantee (assurance) can be described as a bond in the form of an attitude of guarantee to customers (Parasuraman, et al., 1988). For example, when an internet customer wants to inquire about the progress of handling internet service disruptions that occur in their company, the ISP must be able to facilitate and answer the customer's questions properly.

5. Empathy (empathy)

Empathy involves understanding and knowing customers, or in other words, the provider makes an effort to understand the expectations and needs of its customers. This can be defined as the caring attitude of the provider, by giving the individual attention that the provider gives to the customer. Individual attention is considered to be able to produce and increase customer satisfaction with the services provided by the provider (Parasuraman, et al., 1988).

6. Network Quality

In order to maintain a competitive advantage and increase the degree of customer satisfaction, service providers must strive to improve the quality of their services, especially in the eyes of customers (Parasuraman, Zeithaml & Berry 1988; Wang, Lo & Yang 2004). Network quality is one of the important dimensions in measuring the quality of internet services in the context of telecommunication service providers (Chun & Hahn, 2007; Wang, Lo & Yang, 2004).

Company Image

A good corporate image will enable customers to recommend each other and ultimately customers become loyal (Yoo & Bai, 2007). A good image encourages shareholders to invest in the company, attracts good staff, retains customers, and can generate a large amount of return and overall profit (Rob). As an illustration, (Melewar et

al., 2005) about the corporate visual identity of "Rebranding France Telecom" is a good example. The results of this research confirm that a strong corporate image can be used as a powerful weapon to gain an advantage over competitors and that successful corporate brand management will generate customer loyalty. (Melewar et al., 2005). Positive word of mouth is seen as one of the most important factors not only to improve a company's image but also to increase the level of loyalty between customers and service providers.

Customer satisfaction

The hope of all companies is how to satisfy customers by providing the best products and services, this is studied in the world of marketing. Customer satisfaction is a psychological reaction to product performance and the results of customer expectations (Youl & John, 2010).

Kotler & Keller, (2009) Satisfaction is the result of expectations in accordance with the reality felt by customers in a service or product. Through his research (Tjiptono & Chandra, 2011) expectations fulfilled on previous expectations, customer satisfaction is feedback from the products and services used, while there are several components of customer satisfaction, namely:

1. Response
   The impact or feedback from customers after using a product or service can be very satisfying or otherwise dissatisfied.
2. Focus
   The focus on value standards is usually related to shopping, product and consumption decisions.
3. Response time
   Customers respond after consuming, after choosing a product and the length of time the response is given.

Customer expectations regarding the products or services to be purchased are of course considered first by comparing them with other products so that in their decisions customers have an accurate choice. Customer expectations of products certainly have expectations that will be able to meet their needs.

Meanwhile, when customers are satisfied with products from a company, they tend to make repeat purchases, believe in the quality of products produced by the company, and communicate positively to everyone. According to (Tjiptono & Chandra, 2011)6 aspects in measuring customer satisfaction:

1. Complete satisfaction
2. Confirm expectations.
3. Repurchase interest.
4. Dimensions of customer satisfaction
5. do not consider other brands
6. Word of mouth

Customer loyalty

Loyalty is proof of consumer loyalty in using a brand, service, shop or supplier. Loyalty refers to what a customer will do after interacting with a store, supplier or service provider. In the banking sphere, customer loyalty means what customers do after making a transaction (Hidayat, 2009). While the definition of satisfaction (satisfaction) is a customer review after using the product, namely the reality of a person's perceived performance of the product/service used with their expectations.

According toH. Lin & Wang, (2006) investigates the determinants of customer loyalty in the context of mobile commerce in Taiwan. The results of this study support other research and indicate that there are several important factors that have an impact on customer loyalty including perceived value, trust, habits, and satisfaction. The researchers also noted that customer satisfaction plays an important role in converting trust into loyalty. However, the researchers concluded that the concepts of perceived value, trust and customer satisfaction are inseparable, but must complement each other (HH Lin & Wang, 2006).

Hypothesis Development

The picture of the framework for the relationship between variables compiled in this study is as follows:

Figure 3 Research Framework
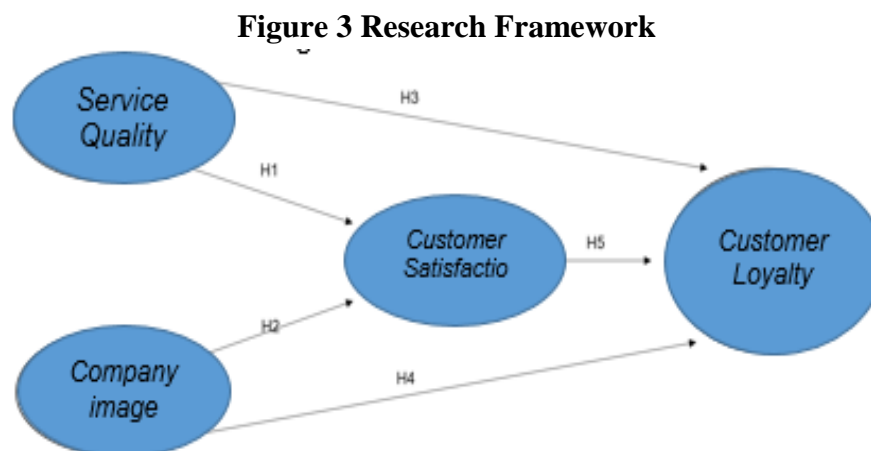
Relations Between Variables

1. *Relationship between Service Quality and Customer Satisfaction*

   The service quality variable on customer satisfaction at A&W has proven that service quality has a significant effect on customer satisfaction. Research results from Aryamti et al (2019) Maramis et al (2018) Purnama (2018) Hartanto et al (2019) Sembiring et al (2014) service quality has a positive and significant effect on customer satisfaction.

   H1: Service quality has a positive effect on customer satisfaction.

2. *Relationship between corporate image and customer satisfaction*

Company image is a perception formed by customers based on previous experiences regarding the credibility of a particular company (Ratih, 2009). A good corporate image will enable customers to recommend each other and ultimately customers become loyal (Yoo & Bai, 2007). A good image encourages shareholders to invest in the company, attracts good staff, retains customers, and can generate large returns and overall profits (Rob). On this basis, the second hypothesis can be drawn, namely:

H2: Company image has a positive effect on customer satisfaction.

3. *Relationship between Service Quality and Customer Loyalty*

Service quality can be used as a benchmark for customer loyalty, this is in line with research resultsChoi, Park, Lee, & Hwang, (2017)with his research that service quality has a positive effect on loyalty, so that good company service makes an important contribution to the success of a company, so that every employee who works must provide good service to every customer.On this basis, the third hypothesis can be drawn, namely:

H3: Company Service Quality has a positive effect on customer loyalty.

4. *The relationship between corporate image and customer loyalty*

Corporate image also has a positive impact in making customers loyal to the company and will repurchase the company, reinforced by (Olivia Tjandra, Graciana Eveline Andriani, Thomas S. Kaihatu, Agustinus Nugroho) where the results show that corporate image has a positive effect on loyalty customer. In this study, the better the image of Boncafe, the customers will remain loyal. On this basis, the fourth hypothesis is obtained, namely:

H4: Corporate image has a positive effect on customer loyalty.

5. *Relationship between customer satisfaction and customer loyalty*

The definition of customer satisfaction is the perceived impact of product performance on whether expectations match reality (Kotler & Keller, 2009). Customer satisfaction is the customer's expectations and estimates or beliefs about what they will receive. These expectations may be formed through previous purchasing experiences or comments from friends regarding the product. Cristobal, Flavián, & Guinalíu (2007) stated that customer loyalty can be achieved with service quality which will have an impact on satisfaction and lead to customer loyalty on the internet in Barcelona, Spain. On this basis, the fifth hypothesis is obtained, namely:

H5: Customer satisfaction has a positive effect on customer loyalty.

METHOD

Research design

This type of research is quantitative research, where in this quantitative study there will definitely be something called comparative, where we will definitely compare the influence of one variable with another. This research, namely explanatory research, tests the

hypothesis that has been formulated whether there are similarities with previous research or no similarities, by testing the relationship between research variables (Sugiyono, 2012).

Object of research

Determining a location is closely related to the research results that will be obtained, so it is felt that researchers must choose a potential location. The research object is users of the Telkom internet provider at Muhammadiyah University, Sukabumi.

Population and Research Sample

The population in this study are students who use the Telkom internet provider at the Muhammadiyah University of Sukabumi. The sample criteria in question are Telkom internet customers who have subscribed to at least one Telkom internet provider at the Muhammadiyah University of Sukabumi.

The minimum sample is 5-10 multiplied by the number of indicators in this study, this study uses 24 indicators (24 x 6 = 144). The appropriate sample size for SEM is 100-200 respondents (Hair, 1995). So that the sample in this study was 144 respondents, namely students who use the internet at telkom internet providers at the Muhammadiyah University of Sukabumi.

Method of collecting data

The research data was obtained directly from the research respondents through distributing questionnaires. Researchers develop research indicators which are descriptions of each variable. The questions given are related to the variables: Service Quality, Corporate Image, Customer Satisfaction and Customer Loyalty, using a Likert scale of 1-5.

Data analysis technique

The analysis technique used in this study is a quantitative analysis technique, namely an analysis technique performed by calculating numbers based on certain formulas to evaluate a situation. In carrying out the analysis process, research is assisted by the AMOS quantitative analysis technique program, which is a computer program designed to carry out analytical calculations with provisions and calculation techniques that have been tested materially internationally.

RESULT AND DISCUSSION
Respondents Based on Gender

Based on the gender of the respondentstudentTelkom internet provider users at Muhammadiyah University Sukabumithe majority were male as many as 99 people with a percentage of 68.75% and female respondents as many as 45 people with a percentage of 31.25%.

Validity test

To test the validity of this study using the confirmatory factor analysis analysis technique that has been provided in the SEM analysis test which is based on the construct value of the variable validity of the indicator. Determining validity is based on the amount of covariance between variable constructs as follows.

Table 1 Construct Amounts Between Variables

| Indicator	Research variable	Estimates	Indicator	Research variable	Estimates
KPE1	Service quality	0.769	KEP1	Customer satisfaction	0.756
KPE2		0.752	KEP2		0.780
KPE3		0.789	KEP3		0.758
KPE4		0.731	KEP4		0.784
KPE5		0.722	KEP5		0.918
KPE6		0.857	KEP6		0.848
CPE1	Company Image	0.873	LOY1	Customer loyalty	0.769
CPE2		0.871	LOY2		0.885
CPE3		0.911	LOY3		0.833
CPE4		0.813	LOY4		0.907
CPE5		0.850	LOY5		0.959
CPE6		0.884	LOY6		0.875

Source: Research Analysis Results, 2020

Table 1 above shows that the value of the loading factor for each indicator of the variable Service Quality, Corporate Image, Customer Satisfaction and Customer Loyalty has met the specified standard criteria, namely the value must be> 0.50, this shows that the indicators are convergent at one point and can be used to measure a variable.

Full Model Feasibility Test

Feasibility test on the full research model to see whether the regression model is accurate. Analysis using the AMOS 22.0 software with the SEM (Structural Equation Modeling) method, the following from the results of the analysis can be seen in Figure 10 below.

Figure 4 Full Research Model Test
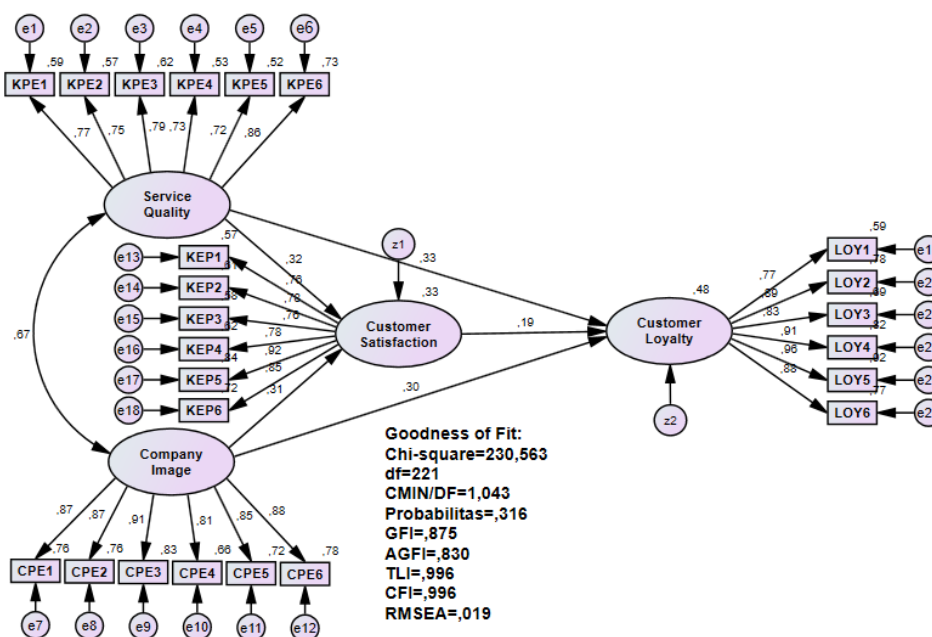
In Figure 4 above you can see the full model feasibility test analysis which will be explained as follows:

1. The Chi-Square value of 230.563 meets the goodness of fit (decent) value requirements.
2. The CMIN/DF value of 1.043 fulfills the requirements for a goodness of fit value of <2.00 so that based on these results the resulting model is fit (feasible).
3. The GFI value of 0.875 does not meet the requirements for a goodness of fit value of > 0.9 so based on these results the resulting model is marginal (feasible)
4. A probability of 0.316 meets the requirements for a probability value greater than 0.05.
5. The TLI value obtained is 0.996 which is greater than the TLI requirement for the standardized model of 0.95.
6. The CFI value obtained is 0.996 which is greater than the standardized model CFI requirement of 0.95.
7. The RMSEA value obtained is 0.019 which fulfills the RMSEA standardized SEM model requirements of <0.08.

Hypothesis testing

The model feasibility test was carried out in order to determine the level of feasibility of the research model being developed. In the SEM test, hypothesis testing is based on the magnitude of the CR value and the probability of the research latent variable. The following is a table of the results of calculating CR values and the probability of research latent variables.

Table 2 CR Calculation Results and Latent Variable Probabilities

			Estimates	SE	CR	P
Customer satisfaction	<---	Quality Service	,410	,159	2,588	,010
Customer satisfaction	<---	Image company	,292	, 113	2,574	,010
Customer loyalty	<---	Quality Service	,368	, 132	2,788	,005
Customer loyalty	<---	Image company	,246	,093	2,655	,008
Customer loyalty	<---	Satisfaction Customer	, 165	.082	2,009	,045

Service Qualitypositive effect on customer satisfaction

The quality of service provided to customers is a determinant of customer satisfaction because with good service quality owned by Sukabumi City Telkom companies will be able to measure how well the company itself is performing. Good quality is in line with the satisfaction of every customer who uses the service. Service quality has a positive and significant effect on customer satisfaction.

Judging from the loading factor (estimate) value of each service quality indicator, Wujud has a value of 0.779, Reliability 0.738, Responsiveness 0.803, Empathy 0.740, Assurance 0.705 and Network Quality 0.861. Of the six indicators, the one with the highest value is (Network Quality) where the Telkom company must provide good service to students using the Telkom internet provider in Sukabumi City and manage the best internet network to support every job.

Company Imagepositive effect on customer satisfaction

The image of the Telkom City Sukabumi company that can be perceived is that customers based on experience and understanding of the Telkom City Sukabumi company. This is based on the services that have been experienced or the credibility that the company has. A good company image will enable customers to recommend each other and ultimately customers become loyal. The corporate image of the Telkom Sukabumi City company can increase customer satisfaction.

Judging from the loading factor (estimate) value of each company image indicator, where Company Reputation is 0.895, Physical Image 0.877, Public Relations 0.903, Impression 0.812, Trust 0.843 and Attitude 0.895. Of the six indicators, the one with the highest value is relations with the community, where the Telkom Sukabumi City company must continue to improve and manage CSR well to establish good relationships with each community.

Service Qualitypositive effect on Customer Loyalty

Service quality in making customers loyal is not easy, because the intention to buy a product is closely related to what the customer thinks. Service quality also makes an important contribution to the success of a company, because every employee who serves customers will give a good or bad impression to each customer. According to Chao & Wu, (2015) and Mohtasham et al., (2017) stated that service quality and customer loyalty have a positive and significant relationship. The quality of Telkom Sukabumi City services which is well perceived by Telkom internet users in Sukabumi City will have an impact on high loyalty.

Company Imagepositive effect on Customer Loyalty

Corporate image has a close relationship in making customers loyal and keep making repeat purchases of the company. This is in line with the Telkom company in Sukabumi City when it provides good quality service to students who use internet telkom providers in Sukabumi City, which will affect loyalty in using services to support every existing job. Corporate image has a positive effect on customer loyalty. In this study, the better the image of the company, the better the effect on customers will remain loyal. Previous research by Tang (2007) stated that corporate image can help companies achieve sales targets and manage good relationships with customers.

Customer satisfactionpositive effect on Customer Loyalty

Customer satisfaction is the impact felt by customers on the basis of the performance of the services provided by the company. The expectations that will be received by customers after purchasing products/services are called customer satisfaction. These expectations are formed through previous purchasing experiences or comments from friends regarding these services or products. This is in line with customer satisfaction from Telkom internet provider users at the Muhammadiyah University of Sukabumi who found results that satisfaction has an effect on increasing perceived loyalty.

Judging from the loading factor (estimate) value of each indicator of customer satisfaction where repurchase is 0.745, Retention is 0.860, Reference to the existence of the company is 0.813, Recommends to others 0.878, Purchases other products from the company, 0.992 and Demonstrates immunity to competitors' offers 0.908. Of the six indicators that have the highest value, namely Buying other products from the company Telkom City of Sukabumi must continue to improve the quality of products and services offered to every potential customer.

Managerial Implications

The results of the research that has been carried out provide managerial implications that need to be considered by Telkom companies in the City of Sukabumi for their leaders, managers and employees, as follows:

1. Service Quality

Service Quality has a significant influence on customer satisfaction and loyalty, this is why it is necessary to continuously improve Service Quality for each customer, especially representatives of Telkom internet provider Users at Muhammadiyah University, Sukabumi. The Network Quality Indicator has the largest value of 0.861, this proves that the quality of the Telkom company's internet network is already very good and must continue to be improved.

2. Company Image

Corporate image has a significant influence on customer satisfaction and loyalty, this is why it is necessary to build a good corporate image in the eyes of customers, especially representatives of Telkom internet provider users at Muhammadiyah University, Sukabumi. The community relations indicator has the highest value, namely 0.903, where the Telkom company in Sukabumi City must continue to improve and manage CSR well to establish good relations with the community to give a positive image.

3. Customer satisfaction

Customer satisfaction has a significant influence on customer loyalty, this is why it is necessary to pay attention to factors that can increase customer satisfaction which then leads to high loyalty for each customer. The indicator of buying other products from the company has the highest value compared to other indicators of 0.992, where the Telkom company in Sukabumi City must continue to improve the quality of services and products marketed and carry out intensive marketing to inform every product that is available to the company.

Research Limitations

The research results are inseparable from several limitations, as for the following research limitations:
1. The results of this study cannot be generalized, outside of student users of Telkom internet providers at the Muhammadiyah University of Sukabumi. Because the respondents in this study were representatives of Telkom internet provider users at the Muhammadiyah University of Sukabumi.
2. This research only examines two factors that can influence customer satisfaction and customer loyalty, there are still many other factors such as price and product quality.

Future Research Agenda

On the basis of the research results it is suggested for future research, paying attention to:
1. The addition of independent variables apart from this study, such as price and product quality. So you can find out what factors can increase satisfaction and loyalty to the company.

2. Increasing the population and sample of respondents, not only focusing on representatives of Telkom internet provider users at the Muhammadiyah University of Sukabumi.

CONCLUSION

The conclusions of this research are independent variables service quality, company image and customer satisfaction as mediating variables. The sample of this research was 110 respondents and then they were given a questionnaire to answer. Determination of the sample was carried out by calculations developed by (Hair et al, 1998). That is, the number of samples taken from the population is determined to be 5-10 times the number of indicators. Because in this study there are 24 indicators, the number of indicators is 24 x 6 = 144 respondents. In this study, the respondents were 144 users of the Telkom internet provider at Muhammadiyah University, Sukabumi. The tool used to analyze the data is AMOS 22.00 with the Structural Equation Modeling (SEM) method. The research results show that all of the five hypotheses proposed in this research are acceptable. The factors that have a significant influence are Service Quality and Company Image on Customer Satisfaction and Customer Loyalty. Customer Satisfaction has a significant positive effect on Customer Loyalty.

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