

Research Article

Analysis of Indihome Provider Marketing Mix Factors on Consumer Subscription Satisfaction

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Abstract. It is the purpose of this study to examine the elements that influence consumer subscription satisfaction at PT Telkom Indonesia Karawang in terms of the marketing mix, which includes product, price, promotion, and place provider Indihome. The quantitative analytical method was employed in this investigation. The technique of creating a scale utilizing the Likert scale technique was used in this investigation. The researcher employed multiple regression analysis to analyze the data collected during the study. The sample size for this study was 50 people that took part in it. The findings revealed that product, price, promotion, and location all had an impact on consumer satisfaction with the Indihome provider at PT Telkom Indonesia Karawang in a partial and simultaneous manner. The researchers also discovered that the four independent factors had a combined influence on the fixed variable, which was customer satisfaction, of 76.6 percent.

Keywords: *Marketing Mix, Product, Price, Promotion, Place, Subscription Satisfaction.*

A. INTRODUCTION

In the current era of globalization, people are increasingly critical of changes that are constantly evolving from time to time. One of them is the development of information and communication technology, especially among the Indonesian people, who positively welcome developments in this field (Wong, 2017). The internet is one of several developments in information and communication technology today that are very much needed by today's society. With the internet accessing anything we want can be more effective and efficient (Yuliana, 2000). Humans are able to communicate information quickly and efficiently with the use of communication technologies. Many individuals are interested in using the internet as an alternative to accessing information and carrying out communication activities via the internet because of the rapid development of technology and their awareness of the importance of getting information (Ameliola & Nugraha, 2013). Telecommunication service providers have an opportunity and a difficulty in meeting the community's informational demands as lifestyles change and demand for diversified, easy, fast, and trustworthy information rises (Jaya & Purbadharmaja, 2015).

With the internet, everyone can access many things. With the development over time, the internet is no longer only available in internet cafes, usually called internet cafes. Still, now many people have installed the internet at home (Larasati, 2019). Indonesian people are very optimistic about the internet in Indonesia. The more Indonesian people are interested in the internet, the more competition in the telecommunications industry will increase. Many companies provide services or services for the internet, or what is also known as providers such as MNC play Biznet, First Media and Indihome.

A brand-new product from PT Telkom, Indihome debuted in the market in 2015. As Telkom moves from copper to fiber optic cable, this indihome product is being released. While there are plenty of people interested in purchasing Indihome, many others have no idea what Indihome is or what it can accomplish for them (Razak, 2016). Due to the fact that Indihome

is a bundling product, the price clients pay is also the package price for the specific package demands the customer utilizes.

For a company to achieve success, marketing activities cannot escape the company's success (Kereh et al., 2018). Developing and implementing marketing strategy is the major responsibility of the organization. A marketing strategy is a plan for selecting and analyzing target markets, as well as developing and maintaining a marketing mix that meets the needs of consumers (Timbuleng & Tumbel, 2021). It is the goal of the marketing strategy to determine the market share objective that we have segmented in order to advertise the products that we provide.

Although the number of customers for Indihome products is quite significant, Indihome still has shortcomings in the quality of customer service, such as a lack of response to customer complaints whose Indihome are disturbed and less responsive to customers who want to subscribe to new pairs (Karinda et al., 2018). In addition, the promotions and prices offered by sales sometimes do not follow the customer's wishes. If the consumer is satisfied, an excellent cooperative relationship between the consumer and the company will be created. But if consumers are not satisfied with the services provided and the products used, what happens is that consumers will leave and switch to other effects (Faik, 2016).

Telkom Indonesia Tbk Karawang is an Information and Communications Technology (ICT) company with comprehensive services and the most extensive network in Indonesia; it has recently expanded its business portfolio to include Telecommunications, Information and Communications Technology (ICT), Media, and Edutainment (TIME). PT. Telkom Indonesia Tbk Karawang can actualize and empower retail and corporate consumers by offering improved quality, speed, reliability, and customer service by enhancing infrastructure, developing Next Generation Network (NGN) technologies, and mobilizing synergies throughout the Telkom Group. Telkom's mission is to "become a major player in the fields of telecommunications, information, media, entertainment, and services ("TIMES") in the region."

Based on the above, the analysis of the factors driving the marketing mix includes the product, price, promotion, and place to the satisfaction of subscribing to Indihome PT Telkom Indonesia Karawang.

B. LITERATURE REVIEW

1. Marketing Management

Marketing management is the act of planning and implementing the production, pricing, promotion, and distribution of goods, services, and ideas in order to generate exchanges with target groups that benefit both the client and the business (Kotler & Keller, 2009). According to Shinta (2011), marketing management investigates the development, implementation, and control of programs aimed at establishing, establishing, and maintaining profitable exchanges with target customers in order to accomplish organizational goals. The American Marketing Association defines marketing as the process of conceptualizing, pricing, promoting, and distributing ideas, goods, and services in order to facilitate exchanges that satisfy individual and corporate goals (Wijoyo, 2021). To summarize, marketing management is the process of managing the exchange of value with other parties.

2. Marketing Mix

A marketing mix is a marketing tool that consists of numerous parts of a marketing program that must be considered in order for the stated marketing strategy and positioning to be implemented successfully (Tjiptono: 2019). The four Ps of marketing are product, pricing, location, and promotion.

According to Goi (1970), a product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market to fulfil the needs or desires of the relevant market. The first thing to consider in the marketing mix strategy is the product strategy. This is important because, without a product, other marketing mix strategies cannot be carried out.

The sum of all the values that consumers pay for the benefits of having or utilizing a good or service is referred to as the price. According to Tjiptono and Chandra (2012), price is a price mix that includes strategies and techniques such as price levels, discount structures, payment conditions, and the extent of price discrimination across different client groups. The price is therefore determined to be the nominal amount that must be surrendered in exchange for the value provided by a product or service, and it becomes a symbol for the transfer of ownership rights.

In a sales process, promotion is one of the marketing mix factors that cannot be overlooked. To support the sale of a product, introduce it to other people or consumers, and persuade consumers to buy the product, an effort to promote the product is required. Armstrong and Kotler (2008) Marketing communication takes the form of promotion. Marketing communication is defined as a marketing activity that tries to spread information by influencing/pursuing and reminding the target market about the company and its products so that the inventory accepts, buys, and is loyal to the firm's products.

The term "place" refers to the operations of a corporation that make products available to its target customers (Kotler & Armstrong, 2008). The place features company activities to help target consumers find the required goods by following the products offered by the company. Place is one of the marketing mix aspects that is critical in placing items and smoothing the flow of commodities from producers to consumers. Without sufficient location channels, it is difficult to locate commodities from producers to final consumers. Furthermore, reaching a large market in this instance necessitates the use of various types of middlemen or geographic channels that can get items to customers' hands. A critical consideration is the location of the service used in providing services to the target consumer. When deciding which service place to employ, consider how the service will be given to the consumer and where it will take place.

3. Customer Satisfaction

According to Musanto (2004), customer satisfaction is the level of feeling where someone states the results of comparing the performance of the product or service received as expected. Meanwhile, according to Indrasari (2019), "customer satisfaction is a buyer's cognitive situation concerning the equivalence or disproportion between the results obtained compared to the sacrifices made".

Gultom et al. (2020) define customer satisfaction as the result of an assessment from customers that the product or service has provided a level of enjoyment where this level of fulfilment can be more or less. From some of the above understanding, it is possible to conclude that satisfaction is an attitude determined by the experience set. Satisfaction is an evaluation of a product's or service's traits or features, or the product itself, that delivers a level of consumer enjoyment associated to meeting consumer consumption needs. Quality, service, and value can all contribute to customer satisfaction. Delivering excellent customer value is the key to establishing client loyalty.

C. METHOD

The quantitative method is used in this study. This form of research is causal research, which examines the relationship between variables in order to determine their cause. Due to

the fact that it tests the hypothesis, this research is characterized as explanatory research. The findings of this study indicate that the independent variable and the dependent variable will be classified in the same way (Unaradjan, 2019).

The populations in this study were PT Telkom Indonesia Karawang Indihome subscribers. The sampling technique employed is non-probability with the purposive sampling technique, which involves determining the sample based on specified considerations. (Sugiyono, 2016), to get a representative sample following the specified criteria, namely customers who choose all channels and have subscribed to indihome for at least one year. Therefore, a sample of 50 people was taken as a sample that could provide research data. The number of samples is considered to be sufficient to represent the population.

The data of this research are primary data and secondary data. Primary data is data obtained directly from data sources through the distribution of questionnaires. Secondary information is data obtained through other parties. The data of this research are secondary and primary. Secondary data relates to production, price, place, and promotion. The preliminary data of this research is customer satisfaction.

A questionnaire was used to collect data. This questionnaire collects data on marketing plan components such as product, pricing, place, and promotion. The questionnaire collects data about the item under study (population or sample) by employing a list of questions or a checklist (Hasan, 2013). In this investigation, a Likert scale was employed.

Quantitative data analysis encompasses tests for data quality (validity and reliability), classical assumption testing (normality, multicollinearity, and heteroscedasticity), determination analysis, and multiple linear regression, as well as hypothesis testing using the t-test (partial) and F-test (simultaneous). SPSS Version 21 is the program utilized.

D. RESULT AND DISCUSSION

1. Validity and Reliability Test

All statement items have a correlation coefficient value (count) which has a significance value below 0.05. Then it can be stated that all items of the statement are valid. Meanwhile, all variables have Cronbach's Alpha values above 0.6. Therefore, the data is declared reliable.

2. Classic Assumption Test Results

The significance value of the Kolmogorov-Smirnov test results has been obtained above 0.05, which is 0.1000. The data processing output shows that on the standard P-P Plot of Regression Standardized Residual graph, the spread of data (points) follows and corresponds to the direction of the diagonal line of the chart, as well as the graph the histogram forms like a bell, so it can be concluded that the data is normally distributed. In the scatterplot, the data is free from heteroscedasticity symptoms because no clear pattern is formed. The points spread with an unclear pattern above and below zero on the Y-axis in the scatterplot. The value of VIF in this study is less than 10, and the tolerance value of each variable is above 0.1, so there is no multicollinearity in this study.

3. Coefficient of Determination Analysis (R^2)

This test determines the percentage of independent variables affecting the dependent variable. This test is also used to determine the percentage of error or the influence of other variables outside this research model.

Table 1 Coefficient of Determination (R^2)

R	R Square	Adj R Square	Std. Error of The Estimate
0.881	0.776	0.756	1.16323

Source: SPSS 21 output

The determinant coefficient determines what percentage of the independent variable affects the dependent variable. Table 1 above shows the value of the determinant coefficient or R² of 0.776. This means that 77.6% of customer satisfaction is influenced by product, price, place, and promotion. The remaining 22.4% was influenced by other variables not examined in this study.

4. t-Test

The t-test is a statistical test method used to test the magnitude of the effect of all independent variables partially (individually) on the dependent variable.

Table 2 t-test results

No	Variable	Unstandardized Coefficient		t	Sig.
		B	Std. Error		
1	(Constanta)	-1.675	1.848	-0.907	0.366
2	Product (X1)	0.301	0.087	3.287	0.001
3	Price (X2)	0.321	0.125	2.5548	0.012
4	Place (X3)	0.285	0.137	2.077	0.040
5	Promotion (X4)	0.298	0.137	2.165	0.032

Source: SPSS 21 output

The t-test was used to partially predict the effect of the marketing component in terms of production, price, place, and promotion on customer satisfaction of the Indihome provider PT Telkom Indonesia Karawang. The significant value of each product, price, place, and promotion effect on customer satisfaction can be used to test the hypothesis that contains a partial result. This hypothesis is tested by comparing the significance value with the number 0.05. If the significance is < 0.05, then the hypothesis is accepted. The significance value of the effect of production (X1) on increasing customer satisfaction (Y) is 0.001. The significance value of the impact of price (X2) on increasing customer satisfaction (Y) is 0.012. The significance value of place (X3) influence on increasing customer satisfaction (Y) is 0.040. The significance value of the promotion effect (X4) on increasing customer satisfaction (Y) is 0.032. The marketing strategy of product, price, place and promotion significantly impacts Indihome customer satisfaction partially (on its own) at PT Telkom Indonesia Karawang.

The marketing component that has the most substantial influence on increasing customer satisfaction is the product component because it has the highest t value, reaching 3,287. The marketing component that has the lowest impact on customer satisfaction is the place component because it has a value of 2,077. The line of the regression equation corresponding to that regression coefficient: $Y = -1.675 + 0.301X_1 + 0.321X_2 + 0.285X_3 + 0.298X_4 + e$

This regression line shows an increase in customer satisfaction influenced by product, price, place, and promotion. If the production strategy increases by one unit, customer satisfaction increases by 0.301. If the price strategy is set at one branch, customer satisfaction increases by 3,321. If the place strategy is not improved, especially visitor safety, customer satisfaction will decrease by 0.285. If the price promotion is lowered by one unit, customer satisfaction will increase by 0.298.

5. F-Test

The simultaneous test (F test) determines how much the independent variables simultaneously affect the dependent variable (Y).

Table 3 Test Results F

df	Mean Square	F	Sig.
4	53.081	39.227	0.000(a)
45	1.351		
49			

Source: SPSS 21 Output

F test results are used to determine the simultaneous effect of independent variables on the dependent variable. If the calculated F value > F table and significance < 0.05, then the hypothesis stating the simultaneous effect of independent variables on the dependent variable is accepted. The calculated F value in table 3 above is 39.227. the value of F table with df 1 = 4 and df 2 = 45 reaches 2.61. Calculated F value > F table with a significance of 0.000.

The marketing strategy of product, price, place and promotion significantly affects Indihome customer satisfaction partially (on its own) at PT Telkom Indonesia Karawang. The marketing component carried out by PT Telkom Indonesia Karawang, especially for the Indihome provider, is going well. The price strategy is the best compared to the product, place, and promotion strategy. The promotion component is still lacking compared to product, price, and place strategies. These findings are supported by previous studies showing that product competitiveness and promotion competitiveness partially affect consumer satisfaction (Wanroyo, 2018). Relationship between Concepts and Research Hypotheses Product Competitiveness and Consumer Satisfaction The first variable in the marketing mix is the product competitiveness variable. According to Kotler and Armstrong, there is a related relationship between product variables and customer satisfaction. (2018), "Customer satisfaction with a purchase depends on the product's performance relative to a buyer's expectation". Therefore, if a product has good performance, in the sense that the quality follows consumer expectations, then consumers will be satisfied. The statement shows a positive relationship between product and consumer satisfaction. (Zeithaml & Bitner, 2001) stated, "Satisfaction is more inclusive: It is influenced by the perception of product quality". Therefore, consumer satisfaction is influenced by consumer perceptions of the quality of the products sold.

The marketing components of product, price, place and promotion have a significant effect on customer satisfaction simultaneously (together) on Indihome customers of PT Telkom Indonesia Karawang. Strategic marketing is an effort to plan, implement (which consists of organizing, directing, coordinating) and supervise or control marketing activities within an organization to achieve organizational goals efficiently and effectively (Sinta, 2011). The purpose of being efficient and effective can be seen in the maximum sales volume in the company. Product, Price, Place and Promotion Competitiveness with Consumer Satisfaction Several studies from previous studies show that competitiveness in the marketing mix affects consumer satisfaction. Simultaneous test results show that the effect of product, price, place, and promotion on consumer satisfaction is significant. The statement reinforces that one form of marketing strategy that can support the marketing of products and create customer satisfaction is the use of the marketing mix. (Zeithaml & Bitner, 2001) suggests the relationship between the marketing mix and consumer satisfaction: "Marketing mix is defined as the elements an organization controls that can be used to satisfy or communicate with customers". From this sentence, it is concluded that the marketing mix is an element in an organization that can certainly satisfy consumers and is used as a means to communicate with consumers. The components of product marketing, price, place, and promotion significantly affect customer satisfaction with Indihome providers. Thus, the implications in the field, the manager of this shopping centre continue to maintain and improve product quality, setting affordable prices

with discounts and promotions, safe, comfortable, and easy to reach places, and realistic price promotions to increase customer satisfaction.

E. CONCLUSION

From the research results above, it can be concluded that the factors that drive the marketing mix (product, price, place and promotion) have a relationship with customer satisfaction. Product, price, place and promotion variables partially affect customer satisfaction of Indihome provider PT Telkom Indonesia Karawang. The study also found that products, prices, places and promotions simultaneously or simultaneously affect the customer satisfaction of the Indihome provider PT Telkom Indonesia Karawang. The research also found that product, price, place and promotion variables affect customer satisfaction by 77.6%, and the rest is influenced by other variables not examined in this study.

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