

**ANALYSIS OF FACTORS AFFECTING INDOSAT OOREDOO  
CUSTOMER LOYALTY**

(Studies on Employees of PT. Transportation Jakarta)

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**Abstract** - *This research is aimed to know about how much influence of satisfaction, emotional bond, trust, easiness and customer's exoerience of the loylity customer of Indosat Ooredoo at PT. Transportasi Jakarta employees.*

*This research used kind of association research with the quantitative approach thta measured by using determination Coefficient Methode (KD) with SPSS 25.0. The population of this research is Pt. Transportasi Jakarta employees. The sample is determineted based on sampling non-probability methode with sum of sample are 97 person. The data that used in this research is premier data. Technique of data collection used questionnaire methode. Hiphotesis experiment by using T test and F test*

*The result of this research proved that partially satisfaction has significant influence in the amount of 14,74%, emotional bond has significant influence in the amount of 10,63%, trust has significant influence in the amount of 12,25%, easiness has significant influence in the amount of 7,50% and customer experience has significant influence in the amount of 43,69. As for with the double of satisfaction influence, emotional bond, trust, easiness, and customer's experience have signifixant influence of customer's loyalty in the amount of 59,60%.*

**Keywords:** *Satisfaction, Emotional Bond, Trust, Easiness, Customer's Experience, Customer's Loyalty*

**Abstrak**– Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kepuasan, ikatan emosional, kepercayaan, kemudahan dan pengalaman pelanggan terhadap loyalitas pelanggan Indosat Ooredoo pada karyawan PT. Transjakarta.

Penelitian ini menggunakan jenis penelitian asosiatif dengan pendekatan kuantitatif yang diukur dengan menggunakan metode koefisien determinasi (KD) dengan SPSS 25.0. Populasi dari penelitian ini adalah Karyawan PT. Transjakarta. Sampel ditentukan berdasarkan metode non probability sampling, dengan jumlah sampel sebanyak 97 orang. Data yang digunakan dalam penelitian ini berupa data primer. Teknik pengumpulan data menggunakan metode kuesioner. Pengujian hipotesis dengan menggunakan Uji t dan Uji F.

Hasil penelitian ini membuktikan bahwa secara parsial kepuasan berpengaruh signifikan sebesar 14,74%, ikatan emosional berpengaruh signifikan sebesar 10,63%, kepercayaan berpengaruh signifikan sebesar 12,25%, kemudahan berpengaruh signifikan sebesar 7,50% dan pengalaman pelanggan berpengaruh signifikan sebesar 59,60%. Adapun secara berganda pengaruh kepuasan, ikatan emosional, kepercayaan, kemudahan dan pengalaman pelanggan berpengaruh signifikan terhadap loyalitas pelanggan adalah sebesar 59,60%

***Kata kunci : Kepuasan, Ikatan Emosional, Kepercayaan, Kemudahan, Pengalaman Pelanggan, Loyalitas Pelanggan***

## **I. PRELIMINARY**

Along with the rapid development of the economy in this country, many new industries and companies have emerged, one of which is in the field of communication technology. The very rapid development of telecommunications technology has had a huge influence on telecommunications service companies in Indonesia. One of the developments in telecommunications technology is the development of cellular telecommunications. Mobility and the increasing need for people to communicate anywhere and anytime are driving factors for the emergence of cellular-based technology.

The results of research on loyalty have been widely carried out. This research will analyze the factors that affect Indosat Ooredoo's customer loyalty. According to (Vanessa Gaffar, 2007) customer loyalty is influenced by five factors, namely: 1. Satisfaction (satisfaction) Customer satisfaction is a comparison between expectations before making a purchase with perceived performance. 2. Emotional bonding (emotional bonding) The bond that is created from a brand is when consumers feel a strong bond with other consumers who use the same product or service. 3. Trust (trust) A person's willingness to entrust a company or a brand to perform or carry out a function. 4. Choice reduction and habit (Ease) If consumers will feel comfortable with a brand when their situation makes transactions easier. 5. History with the company (experience with the company) A person's experience at the company can shape behavior. When we get good service from the company, then we will repeat our behavior at the company.

### **1.1. Formulation of the problem**

The formulation of the problem in accordance with this research can be described as follows:

1. Does customer satisfaction have an effect on Indosat Ooredoo customer loyalty?
2. Is there an effect of emotional bonding on Indosat Ooredoo customer loyalty?
3. Is there any effect of customer trust on Indosat Ooredoo customer loyalty?
4. Does convenience have an effect on Indosat Ooredoo customer loyalty?
5. Does experience affect Indosat Ooredoo customer loyalty?

### **1.2. Research purposes**

This research is carried out of course has certain objectives. The objectives of this research are:

1. To find out whether there is an effect of customer satisfaction on Indosat Ooredoo customer loyalty
2. This is to find out whether there is an effect of emotional bonding on Indosat Ooredoo customer loyalty
3. This is to determine whether there is an effect of customer trust on Indosat Ooredoo customer loyalty
4. To find out whether Ease has an effect on Indosat Ooredoo customer loyalty
5. This is to determine whether there is an effect of customer experience on Indosat Ooredoo customer loyalty
6. To find out whether there is an effect of customer satisfaction, emotional bonding, trust, ease and experience simultaneously on brand loyalty

## **II. LITERATURE REVIEW**

### **2.1. Telecommunication**

Telecommunication comes from two words namely 'tele' and 'communication'. "Tele" means far away and "communication" means the connection or exchange of information between parties. So telecommunications itself can be interpreted as an exchange of information between two parties, the sending party and the receiving party.

Telecommunication networks are all telecommunication equipment that can connect the user with other users, so that the two users can exchange information either by speaking, writing, drawing or typing at the same time (Iradath, 2010).

### **2.2. Customer satisfaction**

According to Kotler (2015: 180) satisfaction is the level of a person's satisfaction after comparing the performance or perceived results compared to expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided. Mowen and Minor in Yuniarti (2017: 233) define "satisfaction as the overall attitude shown by consumers on goods and services after they acquire and use it

### **2.3. Emotional Bond**

According to Morisson and Crane (in Devi and Sharma, 2015: 291) the importance of building a strong brand is an important strategy to achieve success in a highly competitive environment. It is very clear that an intense psychological bond with a brand is called an emotional brand connection that can increase company performance and competitive advantage (Malar et al in Devi and Sharma, 2015: 291). In other words, an emotional perspective can be a differentiator in the midst of competitive competition besides product quality and price.

### **2.4. Consumer Trust**

Hasan (2013: 127) states that trust is defined as the perception of trust in the company's reliability which is determined by systematic confirmation of the expectations of the company's bid. So, it can be concluded that trust is the trust of certain parties with others in making transactions based on a belief that the trusted person will fulfill his obligations properly..

### **2.5. Convenience**

Convenience is one of the things that buyers consider when buying a product or service. According to (Amijaya 2010: 14) defines convenience is how much the products and services to be provided are felt to be relatively easy to reach and buy without being given a difficult obstacle.

### **2.6. Customer Experience**

According to Schmitt (in Fauziyah, 2011: 11) experience is a personal event that occurs in response to several ideas. Experience or experience involves all in every life event. In other words, the marketer must set the right environment for the customer and what the customer really wants. Experience or experience is generally not self-generated but persuading or psychologically, experience is something that happens accidentally.

### **2.7. Customer loyalty**

Tjiptono and Chandra (2012: 80) state that during this time, customer loyalty is often associated with repurchasing behavior. The two are indeed related, but they are different. In the context of a brand, for example, loyalty reflects a psychological commitment to a particular brand, while the ulan buying behavior is solely about repeatedly buying the same particular brand (this could be because it is the only brand available, the cheapest brand and so on).

## **2.8. Influence Between Research Variables**

### **2.8.1. The Effect of Customer Satisfaction on Customer Loyalty**

According to Assauri (2012: 11) "satisfaction is the main driver for customer retention and loyalty". The creation of customer satisfaction can provide benefits, including the relationship between the company and its customers being harmonious so as to provide a good basis for purchasing size and creating loyalty to them and making word of mouth recommendations so that it is profitable for the company.

### **2.8.2. The effect of emotional bonding on customer loyalty**

According to Umar (2012) Emotional branding is a marketing strategy that focuses on brands being important and can live and last long in the minds of consumers through channels that connect consumers with companies emotionally. True customer loyalty cannot be created without an emotional connection (Sukoco and Aditya, 2011). Loyalty is evidence of emotions that transform Repetitive buying behavior into a relationship

### **2.8.3. The effect of trust on customer loyalty**

If consumers have instilled trust in a brand, then consumers will feel loyal to the brand. Abdullah Ahaddad (2015) in the same journal said that consumer trust has a significant effect on consumer loyalty. Trust is recognized as a key variable in long-term relationships with customers, which has a positive effect on brand loyalty. Trust leads to a higher level of loyalty as trust creates a highly valued exchange relationship. Brand trust, affects loyalty which can increase the market share of an organization as it develops (Arjun Chaudhri; Morris B Holbrook, in Salman Naeem Akram, et al.

### **2.8.4. Effect of Ease on loyalty**

perceived ease of use of individuals who feel that a technology is easy to use, then the perception of ease of use will increase, on the other hand the perception of use has a positive effect on the intention of use. If someone feels sure that the ease with which a system is used will affect the perceived usefulness / benefits of the system. In other words, if a person feels that using a certain system is not difficult and convoluted, then he will increasingly feel that the system is useful to help improve his performance. So that it will increase user loyalty.

### **2.8.5. The effect of customer experience on customer loyalty**

The experience that customers have felt while consuming a product or service will play a role as one of the main factors that have a significant effect on customer loyalty (Wang, 2010). The final results of the research based on these data lead to an understanding that customer loyalty is one of the dependent variables on customer experience. A study by Mascarenhas et al (2006) states that customer experience includes physical momentum, mom is getting stronger or more positive, the customer experience that the customer feels is in the form of these three aspects, encouraging an increase in customer loyalty, from the lowest level (global disloyalty) to the lowest level highest (platinum loyalty).

### **2.8.6. The influence of satisfaction, emotional bonding, trust, convenience and**

**customer experience on customer loyalty**

Customer satisfaction, emotional bonding, customer trust, convenience, and customer experience is closely related to customer loyalty. If the company can provide customer satisfaction, emotional bonding, customer trust, ease of use and customer experience in accordance with what customers expect and want then this will increase customer loyalty.

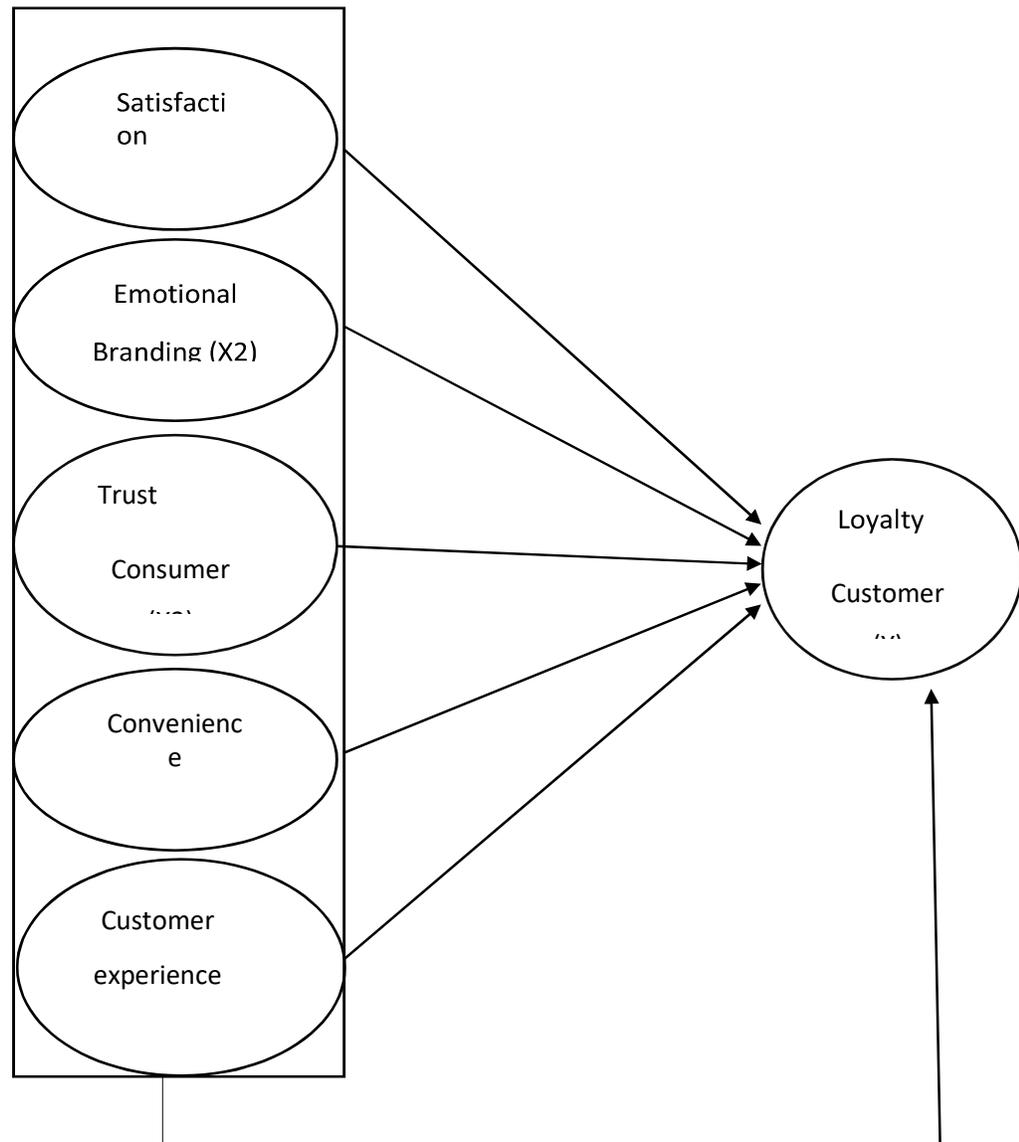
**2.9. Hypothesis**

The hypothesis is a temporary answer to the researcher's problem through the collected data (Suharsimi, quoted by Nugroho, 2008). Based on the existing theory, this research hypothesis is formulated as follows:

- H1 : Customer satisfaction has a positive effect on the level of loyalty of Indosat product users IM3
  - H2 : Emotional ties have a positive effect on the loyalty of Indosat product users IM3
  - H3 : Customer trust has a positive effect on user loyalty of Indosat products IM3
  - H4 : Ease has a positive effect on user loyalty of Indosat products IM3
  - H5 : Customer Experience take effect positive to loyalty of Indosat IM3 product users
- H6: Customer satisfaction, emotional ties, trust, convenience and brand experience have a positive effect on customer loyalty.



## 2.10. Theoretical Framework



## III. RESEARCH METHOD

### 3.1. Research Strategy

The strategy used in this study, using an associative research strategy. According to Sugiyono (2016: 92) associative strategy is research that looks for the influence between two or more variables.

Supporting the strategy in this research is to use an associative sample survey method, namely by collecting and analyzing data by looking for the opinion or opinion of the subject under study (respondents) using a questionnaire, which aims to determine whether there is an influence between variables of Customer Satisfaction. (X1), Emotional Bond (X2), Customer Trust (X3), Ease (X4), and Customer Experience (X5) and Customer Loyalty (Y).

### **3.2. Population and Sample Research**

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that the researcher determines to study and then draws conclusions”(Sugiyono, 2017: 80).

1. The general population in this study were employees of PT. Transjakarta using Indosat IM3
2. The target population in this study were employees of PT. Transjakarta that uses Indosat Ooredoo for 1 year or more than a year.

In determining the sample if the population is large and the number is unknown, according to Widiyanto (2008: 35) the formula is used:

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

Information :

n = number of samples

Z = Z value with 95% confidence level, then Z value = 1.96 (normal distribution table)  
Moe = margin of error or the maximum error is 10%.

By using a margin of error of 10%, the minimum sample size that can be taken is:

$$n = 1,962 / 4 (0.10)^2$$

$$n = 96.04 \text{ which is rounded up to } 97$$

In order for this research to be more fit, in this study a sample of 100 people was taken. The reason the sample was rounded off to 100 people was because if one of the questionnaires contained data that was not valid, it could use the more filling in the questionnaire. The number of respondents as many as 100 people is considered representative because it is bigger than the minimum sample limit.

### **3.3. Analysis Method Data**

According to Sugiyono (2016: 89), the purpose of the data analysis method is a quantitative research method used to obtain data that occurred in the past or present, regarding beliefs, characteristic opinions, behaviors, variable relationships and to test several hypotheses about the sociological and psychological variables of samples taken from certain populations, data collection techniques with observations (questionnaires) are not in-depth and research results tend to be generalized.

#### **3.3.1. Data processing**

Data processing carried out in this study using a computer with the Microsoft Excel program and the assistance of the Statistical Program For Microsoft Scinences (SPSS) version 25.0 data program in order to obtain accurate and more efficient calculation results. Before conducting regression testing, descriptive statistics will be carried out, followed by a classic assumption test to determine whether the data used has met the requirements in the Coefficient of Determination method.

#### **3.3.2. Presentation of Data**

The data that has been processed will be arranged using a table presentation. The table is used to determine the trend categories of each of these variables and to be more systematic in understanding and analyzing the data presented.

### 3.3.3. Statistical Analysis of Data

#### 3.3.3.1. Data Quality Test

1. Validity test

According to Sugiyono (2013: 175), the validity test is a measuring instrument that is considered valid if the level of accuracy and accuracy of measurement is reliable, and is used to determine the extent to which the measuring tool (questionnaire) measures what is desired. According to Sugiyono (2013: 178), validity testing is done by correlating the scores of each statement item with the total score obtained from the sum of all statement scores. If the correlation is significant, then the measuring tool used has validity. Questionnaires or research instruments are said valid for research if it has a validity value (r count) of 0.30 or more, so that the factor is a strong construct or has good construction validity and vice versa if the validity is less than 0.30 the research instrument is said to be invalid

2. Reliability Test

The reliability test is intended to determine the extent to which the measurement results remain consistent or stable over time if two or more measurements of the same symptoms are carried out using the same measuring instrument, the quality of data obtained from the use of research instruments can be evaluated using the reliability test. and validity. The instrument reliability testing was carried out using internal consistency with the split half technique,

#### 3.3.3.2. Analysis of the coefficient of determination

R analysis <sup>2</sup> (*R square*) or the coefficient of determination is used to determine how much the percentage of the contribution of the independent variables together on the dependent variable. The coefficient of determination is zero to one (0-1). If the value of R<sup>2</sup> approaches 1 (one), it can be said that the stronger the model is in explaining the independent variables towards the dependent variable. Conversely, if R<sup>2</sup> approaches 0 (zero), the weaker the variation in the independent variable explains the dependent variable.

#### 3.3.3.3. Hypothesis test

Hypothesis testing is used to test the partial and multiple correlation coefficients. The hypotheses to be tested in this study are:

1. Effect of X1 on Y

Ho:  $\rho_{y1.2345} = 0$  (partially there is no significant effect of customer satisfaction on customer loyalty Indosat Ooredoo)

Ha:  $\rho_{y1.2345} \neq 0$  (partially there is a significant effect of customer satisfaction on customer loyalty. Indosat Ooredoo)

2. Effect of X2 on Y

Ho:  $\rho_{y2.1345} = 0$  (partially there is no significant effect of emotional ties on Indosat Ooredoo customer loyalty).

Ha:  $\rho_{y2.1345} \neq 0$  (partially there is a significant effect of emotional ties on customer loyalty Indosat Ooredoo)

3. Effect of X3 on Y

Ho:  $\rho_{y3.1245} = 0$  (partially there is no significant effect of trust on customer loyalty)

Ha:  $\rho_{y3.1245} \neq 0$  (partially there is a significant effect of trust on customer loyalty).

4. Effect of X4 on Y

Ho:  $\rho_{y4.1235} = 0$  (partially there is no significant effect of ease on customer loyalty)

Ha:  $\rho_{y4.1235} \neq 0$  (partially there is a significant effect of ease of customer loyalty).

5. Effect of X5 on Y

Ho:  $\rho_{y5.1234} = 0$  (partially there is no significant effect of experience on customer loyalty)

Ha:  $\rho_{y5.1234} \neq 0$  (in Partial exist influence that significant experience towards customer loyalty)

To test the effect of the independent variable on the dependent variable partially, it is seen from the P-value compared to  $\alpha$  ( $5\% = 0.05$ )

Ho is rejected, Ha is accepted if P-value  $< 0.05$  and Ho is accepted, Ha is rejected if P-value  $> 0.05$

6. The effect of X1, X2, X3, X4, and X5 on Y

Hypothesis testing is used to test multiple correlation coefficients. The hypotheses to be tested in this study are:

Ho:  $\rho_{y123} = 0$  (Simultaneously (multiple) there is a significant effect of satisfaction, emotional bonding, trust, ease and experience on customer loyalty).

Ha:  $\rho_{y123} \neq 0$  (Simultaneously (multiple) there is a significant effect of satisfaction, emotional bonding, trust, ease and experience on customer loyalty). As for To test the effect of the independent variable on the dependent variable multiple (together), the value of Significance F is used compared to  $\alpha$  ( $5\% = 0.05$ ).

Ho is rejected, Ha is accepted if Significance F  $< 0.05$  and Ho is accepted, Ha is rejected if Significance F  $> 0.05$

#### **IV. RESULTS AND DISCUSSION**

##### **4.1. Description of Research Object**

Indosat Ooredoo or PT Indosat Tbk., Formerly known as PT Indonesian Satellite Corporation Tbk. (Persero) is a complete and second spread telecommunications service provider company in Indonesia for cellular services (Matrik, Mentari, and IM3).

Indosat was founded in 1967 as a Foreign Capital Company and started operations in 1969. In 1980 Indosat became a State-Owned Company wholly owned by the Government of Indonesia. Until now, Indosat provides cellular services, international telecommunications and satellite services for broadcasting service providers.

Entering the 21st century, the Indonesian government deregulated the telecommunications sector by opening up free market competition. Therefore TELKOM no longer has a monopoly on Indonesian telecommunications. In 2001 Indosat established PT Indosat Uti Media Mobile (IM3) and became the pioneer of GPRS and multimedia in Indonesia, and in the same year Indosat took full control of PT Satelit Palapa Indonesia (Satelindo).

##### **4.2. Respondent Description**

Before discussing further about the effect of satisfaction, emotional bonding, trust, ease and customer experience of the employees of PT. For Jakarta transportation, Indosat users, first what is done is knowing the description of the respondent's identity. The respondent's identity includes gender, age, and how long has it been using Indosat Ooredoo.

###### **4.2.1. Respondent Characteristics**

###### **1. Respondent profile based on gender**

The results of the data analysis of the questionnaire considerations regarding the profile of respondents by gender can be seen in table 4.1. below this

**Table 4.1.** Profile of Respondents by Gender

Gender	Number of Respondents	Percentage
Male	78	80.41%
Women	19	19.59%
Total	97	100%

Source: Data processed (2020)

Based on information from table 4.1. It can be concluded that from 97 respondents in this study, there were 78 male respondents with a percentage of 80.41%. While the number of female respondents was 19 people with a percentage of 19.59%. This shows that the majority of respondents involved in this study were male.

## 2. Profile of Respondents by Age

The results of data analysis by calculating the questionnaire regarding the respondent's profile by age can be seen in table 4.2. below this :

**Table 4.2.** Profile of Respondents by Age

Age	Number of Respondents	Percentage
20-30	69	71.13%
31-40	28	28.87%
> 40	0	0%
Total	97	100%

Source: Data processed, 2020

Based on the information from table 4.2, it can be concluded from the 97 respondents in this study, respondents aged between 20-30 years, namely 69 people with a percentage of 71.13%, aged 31-40 years 28 people with a percentage of 28.87% and above age. 40 years is zero with a percentage of 0%. This shows that the respondents involved in this study were the majority of respondents who were relatively young as indicated by the age of the respondent (20-30 years).

## 3. Profile of Respondents Based on Length of Time Using Indosat Ooredoo

The results of the data analysis of the questionnaire calculation regarding the respondent's profile based on the length of time using Indosat Ooredoo can be seen in the table

4.3. below this :

**Table 4.3.** Profile of Respondents Based on Length of Use

Long Using	Number of Respondents	Percentage
1-2 years	20	20.61%
2-3 years	17	17.53%

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> 3 years	60	61.86%
Total	97	100%

Source: Data processed (2020)

Based on information from table 4.3. It can be concluded that from 97 respondents in this study, respondents who used Indosat Ooredoo for a long time between 1-2 years amounted to 20 people with a percentage of 20.61% of respondents who used Indosat Ooredoo for a long time between 2-3 years totaled 17 people with a percentage of 17.53% and respondents who have used Indosat Ooredoo for more than 3 years are 60 people with a percentage of 61.86%.

**4.3. Instrument Test Results**

**4.3.1. Validity test**

The results of the validity test for the variables used in this study



**Table 4.4.** Test Results of Customer Satisfaction Validity

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	,373**	,415**	,089	,624**
	Sig. (2-tailed)		,000	,000	,387	,000
	N	97	97	97	97	97
X1.2	Pearson Correlation	,373**	1	,550**	,226*	,732**
	Sig. (2-tailed)	,000		,000	,026	,000
	N	97	97	97	97	97
X1.3	Pearson Correlation	,415**	,550**	1	,542**	,879**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	97	97	97	97	97
X1.4	Pearson Correlation	,089	,226*	,542**	1	,659**
	Sig. (2-tailed)	,387	,026	,000		,000
	N	97	97	97	97	97
TOTAL	Pearson Correlation	,624**	,732**	,879**	,659**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	97	97	97	97	97

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed, 2020

Table 4.5. indicates that all statement items for the emotional bond variable (X2) have a value of  $r_{count} > r_{table}$  which means that all statement items for the emotional bond variable (X2) are declared valid.

**Table 4.6.** Customer Trust Validity Test Results

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	,308**	,099	,127	,566**
	Sig. (2-tailed)		,002	,337	,214	,000
	N	97	97	97	97	97
X2.2	Pearson Correlation	,308**	1	,445**	,302**	,742**
	Sig. (2-tailed)	,002		,000	,003	,000
	N	97	97	97	97	97
X2.3	Pearson Correlation	,099	,445**	1	,544**	,738**
	Sig. (2-tailed)	,337	,000		,000	,000
	N	97	97	97	97	97
X2.4	Pearson Correlation	,127	,302**	,544**	1	,719**
	Sig. (2-tailed)	,214	,003	,000		,000
	N	97	97	97	97	97
TOTAL	Pearson Correlation	,566**	,742**	,738**	,719**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	97	97	97	97	97

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4.6. indicates that the entire statement item for the variable Customer Trust (X3) has a value of  $r_{count} > r_{table}$ , which means that all statement items for the Customer Trust variable (X3) are declared valid.

**Table 4.7.** Ease of Validity Test Results

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		Correlations				
		X4.1	X4.2	X4.3	X4.4	TOTAL
X4.1	Pearson Correlation	1	,173	,038	-,065	,359**
	Sig. (2-tailed)		,091	,711	,528	,000
	N	97	97	97	97	97
X4.2	Pearson Correlation	,173	1	,555**	,440**	,816**
	Sig. (2-tailed)	,091		,000	,000	,000
	N	97	97	97	97	97
X4.3	Pearson Correlation	,038	,555**	1	,542**	,819**
	Sig. (2-tailed)	,711	,000		,000	,000
	N	97	97	97	97	97
X4.4	Pearson Correlation	-,065	,440**	,542**	1	,713**
	Sig. (2-tailed)	,528	,000	,000		,000
	N	97	97	97	97	97
TOTAL	Pearson Correlation	,359**	,816**	,819**	,713**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	97	97	97	97	97

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed in 2020

Table 4.7. shows that all statement items for the convenience variable (X4) have a value of  $r_{count} > r_{table}$  which means that all statement items for the Ease variable (X4) are declared valid.

**Table 4.8.** Customer Experience Validity Test Results (X5)

		Correlations					
		X5.1	X5.2	X5.3	X5.4	X5.5	TOTAL
X5.1	Pearson Correlation	1	,207*	,379**	,020	,085	,543**
	Sig. (2-tailed)		,042	,000	,844	,408	,000
	N	97	97	97	97	97	97
X5.2	Pearson Correlation	,207*	1	,306**	,339**	,306**	,684**
	Sig. (2-tailed)	,042		,002	,001	,002	,000
	N	97	97	97	97	97	97
X5.3	Pearson Correlation	,379**	,306**	1	,225*	,325**	,697**
	Sig. (2-tailed)	,000	,002		,027	,001	,000
	N	97	97	97	97	97	97
X5.4	Pearson Correlation	,020	,339**	,225*	1	,334**	,607**
	Sig. (2-tailed)	,844	,001	,027		,001	,000
	N	97	97	97	97	97	97
X5.5	Pearson Correlation	,085	,306**	,325**	,334**	1	,640**
	Sig. (2-tailed)	,408	,002	,001	,001		,000
	N	97	97	97	97	97	97
TOTAL	Pearson Correlation	,543**	,684**	,697**	,607**	,640**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97

Table 4.8. indicates that the entire statement item for the variable Customer Experience (X5) has a value of  $r_{count} > r_{table}$  which means that all statement items for the Customer Experience variable (X5) are declared *valid*.

**Table 4.9.** Test Results of Customer Loyalty Validity

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
Y.1	Pearson Correlation	1	,220*	,356**	-,049	,238*	,568**
	Sig. (2-tailed)		,031	,000	,637	,019	,000
	N	97	97	97	97	97	97
Y.2	Pearson Correlation	,220*	1	,271**	,245*	,203*	,612**
	Sig. (2-tailed)	,031		,007	,016	,046	,000
	N	97	97	97	97	97	97
Y.3	Pearson Correlation	,356**	,271**	1	,232*	,298**	,678**
	Sig. (2-tailed)	,000	,007		,022	,003	,000
	N	97	97	97	97	97	97
Y.4	Pearson Correlation	-,049	,245*	,232*	1	,412**	,587**
	Sig. (2-tailed)	,637	,016	,022		,000	,000
	N	97	97	97	97	97	97
Y.5	Pearson Correlation	,238*	,203*	,298**	,412**	1	,694**
	Sig. (2-tailed)	,019	,046	,003	,000		,000
	N	97	97	97	97	97	97
TOTAL	Pearson Correlation	,568**	,612**	,678**	,587**	,694**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	97	97	97	97	97	97

\*. Correlation is significant at the 0.05 level (2-tailed).  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed in 2020

Table 4.9. shows that all statement items for the Customer Loyalty variable (Y) have a value of  $r_{count} > r_{table}$  which means that all statement items for the Customer Loyalty variable (Y) are declared valid.

**Reliability Test**

After the validity test is carried out, then for valid questions then the reliability test is carried out. The reliability test is intended to ensure that the instrument has consistency and reliability as a measuring tool

**Table 4.10.** Customer Satisfaction Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,703	4

Source: Data processed in 2020

Table 4.10. shows the test results on the reliability of the questionnaire resulting in a Cronbach's Alpha number greater than 0.6, which is equal to 0.730. Based on these results, it can also be concluded that all statements from the Customer Satisfaction variable (X1) have their reliability tested.

**Table 4.11.** Emotional Bond Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	
	N of Items
,631	4

Source: Data processed in 2020

Table 4.11. shows that the test results on the reliability of the questionnaire produce a Cronbach's Alpha number greater than 0.6, which is 0.631. Based on these results, it can also be concluded that all statements from the Emotional Bond (X2) variable have their reliability tested.

**Table 4.12.** Customer Trust Reliability Test Results (X3)

Reliability Statistics	
Cronbach's Alpha	
	N of Items
,638	4

Table 4:12 shows the results of testing the reliability of the questionnaire resulting in a Cronbach's Alpha number greater than 0.6, which is equal to 0.771. Based on these results, it can also be concluded that all statements from the Customer Trust variable (X3) have their reliability tested.

**Table 4.13.** Ease of Reliability Test Results (X3)

Reliability Statistics	
Cronbach's Alpha	
	N of Items
,771	4

Source: Data processed in 2020

Table 4:13 shows the results of testing the reliability of the questionnaire resulting in a Cronbach's Alpha number greater than 0.6 which is equal to 0.638. Based on these results it can also be concluded that all statements from the Ease (X3) variable have their reliability tested.

**Table 4.14.** Customer Experience Reliability Test Results (X4)

Reliability Statistics	
Cronbach's Alpha	
	N of Items

, 625	5
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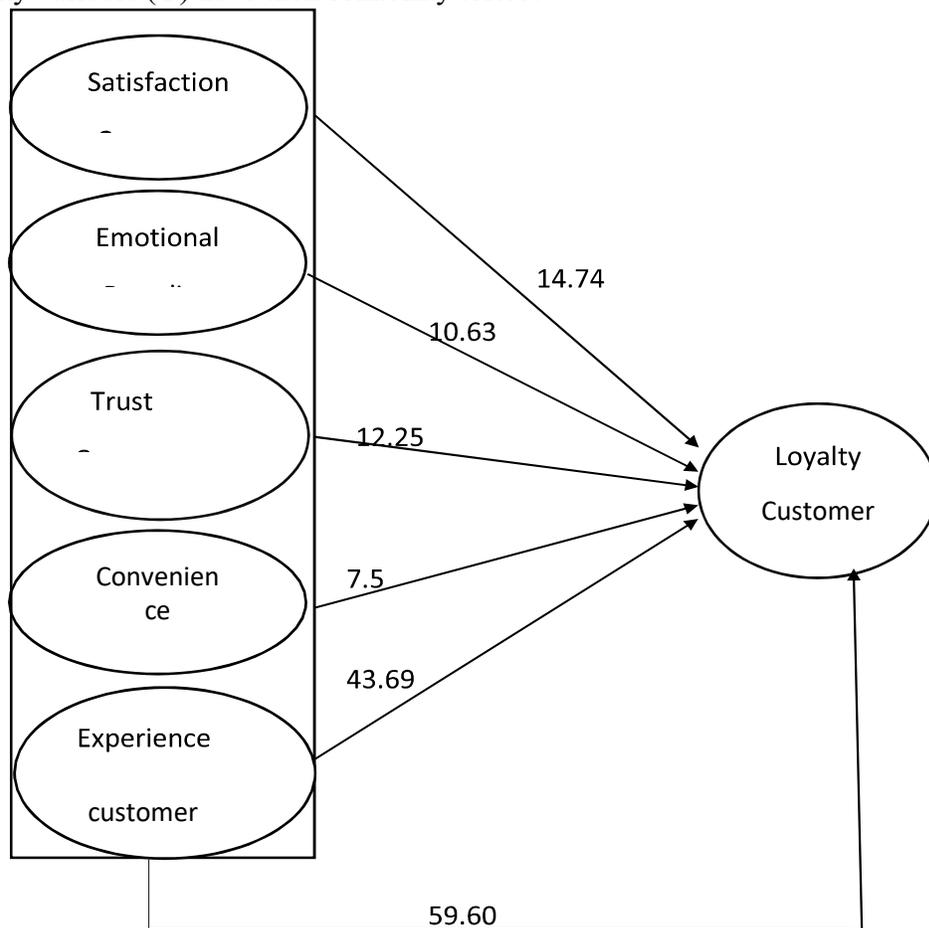
Source: Data processed in 2020

Table 4.14. shows the test results on the reliability of the questionnaire resulting in a Cronbach's Alpha number greater than 0.6, which is equal to 0.625. Based on these results it can also be concluded that all statements from the Customer Experience variable (X4) have their reliability tested.

**Table 4.15.** Customer Loyalty Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	
	N of Items
, 614	5

Table 4.15. shows that the test results on the reliability of the questionnaire produce a Cronbach's Alpha number greater than 0.6, which is 0.614. Based on these results, it can also be concluded that all statements from the Customer Loyalty variable (Y) have their reliability tested.



### **Research findings**

The results of hypothesis testing regarding the effect of customer satisfaction on customer loyalty have a significance value (0.000) smaller than alpha (0.05), so  $H_0$  is accepted and  $H_a$  is rejected. The coefficient for the consumer satisfaction variable is 0.384. This is in accordance with the hypothesis which states that customer satisfaction affects customer loyalty.

Customer satisfaction has a positive effect on customer loyalty for Indosat Ooredoo's cellular cards. This means that the higher customer satisfaction, customer satisfaction using Indosat Ooredoo's cellular card services at PT. Transportation, the more loyal consumers are to these products. Everyone who is satisfied with a product, especially satisfied with the quality and price offered, will be loyal to the product and he will be willing to make repeated purchases, he will even suggest, tell and recommend to others about the advantages of the product. . In the long run, buying habits will encourage to be loyal to the product brand. This happens because consumers have a high commitment to a particular product brand as a result of past satisfaction.

The results of testing the hypothesis regarding the effect of Emotional Bonds on customer loyalty has a significance value (0.001) smaller than alpha (0.05), so  $H_0$  is accepted and  $H_a$  is rejected. The coefficient for the Emotional Bond variable is 0.326. This is in accordance with the hypothesis which states that emotional ties have an effect on customer loyalty. This shows that emotional ties such as emotional bonds given by Indosat sellers / SPGs are quite strong, strong feelings when viewing Indosat Ooredoo products or using Indosat Ooredoo services. Customers who have true loyalty feel an emotional bond with the company. Emotional bond with company. This emotional bond makes customers loyal and encourages them to keep doing business with the company and make recommendations. True customer loyalty is impossible without an emotional connection. Loyalty is evidence of emotions that transform repeated buying behavior into a relationship. If the customer does not feel any love or closeness to the service provider or other organization, then the relationship between the customer itself knows and is able to say there is an emotional attraction between them and the individual service provider.

The results of hypothesis testing regarding the effect of Customer Trust on customer loyalty has a significance value (0.001) smaller than *alpha* (0.05), then  $H_0$  is accepted and  $H_a$  is rejected. The coefficient results for the variable customer trust is 0.350. This means that the higher the trust the company has in managing its business units will increase customer loyalty, because with high credibility and supported by honesty that is owned by the company, it will affect and increase customer loyalty directly.

The results of hypothesis testing regarding the effect of Ease on customer loyalty have a significance value (0.001) smaller than alpha (0.05), so  $H_0$  is accepted and  $H_a$  is rejected. The coefficient for the customer trust variable is 0.274. This is in accordance with the hypothesis which states that ease. The results of hypothesis testing regarding the effect of experience on customer loyalty have a significance value (0.001) smaller than alpha (0.05), so  $H_0$  is accepted and  $H_a$  is rejected. The coefficient result for the Experience variable is 0.661.

This is in accordance with the hypothesis which states that customer experience

## **V. CONCLUSIONS AND SUGGESTIONS**

### **5.1. Conclusion**

Based on the results of the analysis and the findings of the research, the authors draw conclusions from the following analysis of the factors that affect Indosat Ooredoo's customer loyalty:

1. The results of the study show that the perception of customer satisfaction (X1)

- brings satisfaction has a very important influence to increase customer loyalty.
2. The results of the research on the perception of emotional ties (X2) have a very important role in Indosat Ooredoo customer loyalty. This means that if Indosat Ooredoo is able to create a good emotional bonding relationship, customer loyalty will increase.
  3. The results of research on Trust (X3) show that Trust is an important factor in Indosat customer loyalty, meaning that if Indosat is able to maintain customer trust, customers will provide high loyalty to Indosat Ooredoo.
  4. The research result of Ease (X4) has a significant effect on Indosat Ooredoo customer loyalty. meaning that if Indosat provides a lot of convenience to customers, it will increase customer loyalty.
  5. Research Results from Customer Experience (X5)) Experience is an important factor to increase customer loyalty. If Indosat is able to provide a good experience for customers, customer loyalty will increase

## **5.2. Suggestion**

Based on the research that has been completed, the researcher can provide the following suggestions:

1. Indosat company still maintains the customer satisfaction variable that has been done because consumers of the Indosat Ooredoo operator are already satisfied with the services provided by the Indosat company and if the company wants to increase customer satisfaction, then this can be done by providing certain promos offering many beneficial facilities. consumers, for example, make special packages for SMS, telephone and internet that are more varied and more economical than other providers, as well as improve product quality, expand coverage, optimize additional services.
2. To create deep emotion in consumers towards a brand in an emotionally impressive method that forms deep and lasting relationships.
3. To increase customer trust. Researchers suggest that to increase customer loyalty, Indosat should make it easier for customers to enjoy every service feature provided, such as facilitating the call center service process, making it easier to obtain information, so that customers do not require a lot of effort.
4. To increase customer loyalty by providing convenience to customers so that customers do not require much effort to use this technology.
5. To build a good experience with customers, Indosat must build good relationships with customers, such as making customers happy and enjoying the transaction process with Indosat, providing treatments that make customers comfortable, and providing rewards for customers.

## **5.3. Researcher's Limitations in Research Development**

### **5.3.1. Research limitations**

Although this research has been well designed and implemented, there are still some limitations, namely:

1. The use of variables of Satisfaction, Emotional Bond, Trust, Convenience and Customer Experience is possible that there are other factors that can affect Customer Loyalty.
2. This study only applies a survey method with an instrument in the form of a questionnaire, so that the conclusions drawn are only based on the data collected through the questionnaire instrument.
3. The next disadvantage is that it only uses 5 independent variables to predict the dependent variable.

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