

**THE INFLUENCE OF SERVICE QUALITY, PRICE,
AND CORPORATE IMAGE ON CUSTOMER LOYALTY
WITH CUSTOMER SATISFACTION AS AN
INTERVENING VARIABLES**

*(Case Study on Indihome Customers in Kelurahan Lubang
Buaya, East Jakarta)*

1st Anintia Zahro Nabillah, 2nd Ir. Ginanjar Syamsuar, M.E
Manajemen

Indonesian College of Economics (STEI)
Jakarta, Indonesia

anintiazahronabillah@gmail.com; ginanjar.syamsuar@stei.ac.id

Abstract - *The purpose of this research was to determine the direct influence between service quality, price, company image, and customer satisfaction on customer loyalty, and the indirect effect between service quality, price, and corporate image on loyalty through customer satisfaction Indihome in Kelurahan Lubang Buaya, East Jakarta. The method used is associative research with a quantitative approach, with data processing methods using the SmartPLS 3.0 (Partial Least Square). The population of this study were Indihome customers in Kelurahan Lubang Buaya, East Jakarta, who were more than 20 years old and Indihome subscribers for more than 3 months. The sample was determined based on the purposive sampling method, with a sample of 100 respondents. The results of this study indicated that the variable service quality, price, and corporate image has no significant effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty, service quality has a significant effect on customer loyalty through customer satisfaction. Price has a significant effect on customer loyalty through customer satisfaction, and corporate image has a significant effect on customer loyalty through customer satisfaction at Indihome in Kelurahan Lubang Buaya, East Jakarta.*

Keywords: *Service Quality, Price, Corporate Image, Customer Satisfaction and Customer Loyalty*

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I. INTRODUCTION

1.1 Background

Currently, the development of existing technology is very rapid, especially in the field of information and communication. With the internet, it is easier for people to communicate over long distances. The internet is one of the needs of modern society because it can access everything that people want to find, starting from education, trade, and others. This has resulted in people's need for internet access to increase from time to time. Therefore we need an internet network that is reliable and able to meet the needs of these communities.

Indihome or Indonesia *Digital Home* is an internet or wifi service product that offers products such as landlines, internet with wifi, and also cable TV featuring various special channels. Below is the Indihome rating according to the *Top Brand Index*, which is as follows:

Table 1.1 Indihome's Rating in the *Top Brand Index* in Indonesia 2017 - 2020

2017	2018	2019	2020
Indihome	Indihome	Indihome	Indihome
50,3%	42,1%	39,8%	36,7%

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Firstmedia	Firstmedia	Firstmedia	Firstmedia
17,3%	22,4%	29,9%	23,1%
Biznet	Biznet	Biznet	Biznet
2,1%	6,4%	8,3%	8,2%

Source: Top Brand Index (2016-2020) (<https://www.topbrand-award.com/2020/03/top-brand-index-tracking-isp-fixed>)

Based on the table above, it can be seen that it has decreased differently every year. In 2017 to 2018 there was a decrease in sales of 8.2%, then in 2018 to 2019 there was a decrease in sales of 2.3%, and in 2019 to 2020 there was a decline in sales of 3.1%. Even though it has decreased, Indihome remains in the first rank of all types of other internet service providers, therefore researchers are interested in conducting research on Indihome.

Competition in the internet service provider industry will encourage companies to carry out strategies to get and retain customers or create loyal customers through the satisfaction felt by customers after using these internet service providers. This must be done by the company in order to survive and get big profits. To convince customers to use internet facilities and services is not easy, one way is by utilizing customer loyalty behavior. The use of customer loyalty is caused by the long-term effect of loyalty itself, with the hope that customers will continue to use the company's services continuously and repeatedly. Therefore, researchers need to analyze what are the factors that can increase customer loyalty Indihome.

The first factor is service quality. Service quality is something that must be considered because if the service received or perceived (*perceived service*) is what consumers expect, then the service quality is perceived as good or satisfying, so that it will affect the level of customer loyalty. Conversely, if the service received is less or not as expected by consumers, the service quality is perceived as bad or unsatisfactory so that it will have an impact on decreasing the level of customer loyalty. According to Hanif Aulawi (2016) the existence of customer complaints is one indicator of customer dissatisfaction with the services provided by the company, which results in disloyal consumers to continue using the company's products / services.

The second factor is price. Price is one of the things that can influence customers to continue using the products / services of a company because according to customers, the price set by the company is in accordance with the benefits obtained from the product / service. Because if the internet network is bad, high prices, and unsatisfactory service quality can have an impact on losing customers. According to Fathiya *et al* (2017), if the price offered by the company tends to be high and is not in accordance with the benefits obtained, it will certainly affect customer loyalty, therefore the company must pay attention to the price issue which is still a public complaint. The prices offered by Indihome vary widely, starting from Rp. 330,000 per month to Rp. 2,990,000 per month. This price is based on packages available from Indihome, depending on the customer wanting only internet service or also using a landline and Usee TV.

The third factor is corporate image. Corporate image is a thought where customers compare the various attributes of the company. These attributes include product, price, product quality and service quality. Customers will create subjective perceptions about the company and all its activities. According to Hanif Aulawi (2016) information through corporate image, especially in

functional image which includes image through price promotion in accordance with the products and services provided to customers, is the best service image of the company.

This research took place in Lubang Buaya Village, East Jakarta. The reason for choosing this location as the research location was based on several considerations, including the following: Lubang Buaya Village is one of the sub-districts located in the Special Capital Region of Jakarta (DKI Jakarta), where Jakarta is the capital of the State and the largest city in Indonesia. In addition, it is closer to the residence of the researcher, easy to reach and economical. And researchers want to know how much influence the service quality, price, and corporate image have on customer loyalty through customer satisfaction Indihome in Lubang Buaya Village, East Jakarta.

Based on the background described above, the researcher is interested in conducting research on how to increase Indihome customer loyalty, by taking the title "The Influence Of Service Quality, Price, And Corporate Image On Customer Loyalty With Customer Satisfaction As An Intervening Variabels (Case Study on Indihome Customers in Kelurahan Lubang Buaya, East Jakarta)".

1.2 Formulation of the problem

Based on the background described above, the researchers formulated the problem formulation as follows:

1. Does Service Quality have a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta?
2. Does Price have a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta?
3. Does Corporate Image have a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta?
4. Does Customer Satisfaction directly influence Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta?
5. Does Service Quality affect Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta?
6. Does Price affect Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta?
7. Does Company Image affect Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta?

1.3 Research purposes

Based on the formulation of the problem above, it can be concluded that the research objectives are as follows:

1. To find out the direct effect of Service Quality on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
2. This is to determine the direct effect of Price on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
3. To find out the direct effect of Corporate Image on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
4. To determine the direct effect of customer satisfaction on customer loyalty Indihome in Lubang Buaya Village, East Jakarta.

5. To find out the effect of Service Quality on Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta.
6. To determine the effect of Price on Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta.
7. To find out the effect of Company Image on Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta.

II. THEORETICAL BASIS

2.1 Service Quality

According to Tjiptono (2014: 74) service quality is a comparison between the level of service obtained from a company with the expectations expected by customers. Service quality is manifested from the fulfillment of customer needs and desires and the accuracy of what the customer wants, in equalizing or exceeding customer expectations.

Based on the description above, it can be concluded that service quality is the feeling that consumers / customers will feel when trying or buying a product / service, these feelings can be pleasant or vice versa, unpleasant or worse.

According to Tjiptono (2014: 175) there are 5 indicators of service quality, namely:

1. Responsiveness (*Responsiveness*): A dexterity in helping and providing fast service (*responsive*) and the right to the customer, by providing clear information. Making customers wait or slow in providing assistance is a negative perception of service quality.
2. Guarantee and certainty (*Assurance*): Knowledge, politeness and ability of company employees in giving customers confidence in the company. These include communication, credibility, security, competence and courtesy.
3. Physical evidence (*Tangible*): The ability of a company to reveal its existence to external parties. The appearance and capability of the reliable physical facilities and infrastructure of the company and the condition of the surrounding environment is a clear evidence of the services provided by the service providers.
4. Attention (*Empathy*): Giving sincere and individual or personal attention to customers by behaving in understanding the wishes of the customer. Where a company is expected to have an understanding and knowledge of customers, understand customer needs as a whole, and have a comfortable operating time for customers.
5. Reliability (*Reliability*): The company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means punctuality, fair service to all customers without errors, a sympathetic attitude and with high accuracy.

2.2 Price

According to Roymon Panjaitan (2018: 140) price is the value expressed in rupiah which is used for exchanges / transactions or an amount of money that must be paid by consumers to get goods and services. Meanwhile, according to Philip Kotler and Gary Armstrong (2016: 345) price is an amount of money that is billed for a product or service, or the amount of value that consumers exchange for the benefit of owning or using a product or service. Price is the main factor influencing buyers' choice. Several factors other than price also become important, but price remains one of the most important elements in determining market share and a company's profits.

According to Kotler and Armstrong (2016: 314) there are 4 dimensions of price indicators that characterize prices, namely:

1. Affordability of prices . Consumers can reach the price set by the company. Usually there are several types of products in one brand and the prices also differ from cheap to most expensive. With the price set, many consumers buy the product.
2. Prices are according to ability or price competitiveness . Consumers often compare the price of a product with other products. In this case, the high price of a product is considered by consumers when they are going to buy the product.
3. Price compatibility with product quality is often used as an indicator of consumer quality. Consumers often choose a higher price between two goods because they understand the difference in quality. When prices are high people tend to think that the quality is much better.
4. Price match with benefits . Consumers decide to buy a product if the benefits felt are greater or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

2.3 Corporate Image

According to Gregory (2011: 63), company image is an impact thought on *observers* from the existing verbal and visual components of the company, whether planned or not planned, or from other external influences. Based on this understanding, it can be concluded that company image is one of the important factors in maintaining customers because customers have their own perceptions by knowing how a product / service company is in their eyes.

According to Kotler and Keller (2016: 263) there is complete information about the corporate's image including four elements or indicators, namely:

1. *Personality* (Personality): the overall characteristics of the company that are understood by the target public, such as a trustworthy company, a company that has social responsibility.
2. *Reputation* : things that the company does and is believed by the target public based on their own experiences and those of other parties, such as the security performance of a bank transaction, satisfactory service.
3. *Value* : the values that the company has, in other words, corporate culture, such as the attitude of management who cares about customers, employees who are responsive to customer requests and complaints.
4. *Corporate Identity* (Identity) : components that make it easier to know the target public about the company, such as logos, colors, and slogans.

2.4 Customer Satisfaction

According to Kotler and Keller (2016: 153), generally speaking, satisfaction is a feeling of pleasure or disappointment for someone who is accepted because he has compared the perceived performance of a product with what is expected. The key to making customer decisions is related to the assessment of a product / service. The customer satisfaction framework is in the ability of a supplier to understand what the wants and needs of the customer are, as well as the expectations of the customer so that the customer receives what the supplier says because the supplier can provide what the customer expects.

According to Fandy Tjiptono (2014: 353) there are indicators of customer satisfaction, namely:

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1. Returning Interest.
Willingness of consumers to visit again or reuse related services.
2. Expectation Conformity
The level of conformity between service performance expected by consumers and perceived by consumers themselves.
3. Willingness to Recommend
Willingness of consumers to recommend services that have been felt to relatives or friends.

2.5 Customer Loyalty

According to Nandan and Waseso (2014), customer loyalty is a desire of customers to continue to use products from a company that they have chosen, reject offers from other existing companies, and motivate customers to recommend others to use the products they are currently using. The existence of customer loyalty, that is, if the company is able to provide more satisfaction to its customers through product variations and corporate image owned by the company.

Customer loyalty indicators according to Kotler & Keller (2012: 57):

- a. *Repeat Purchase* (loyalty to product purchases)
- b. *Retention* (resistance to negative influences on the company)
- c. *Referalls* (referencing total company resistance)

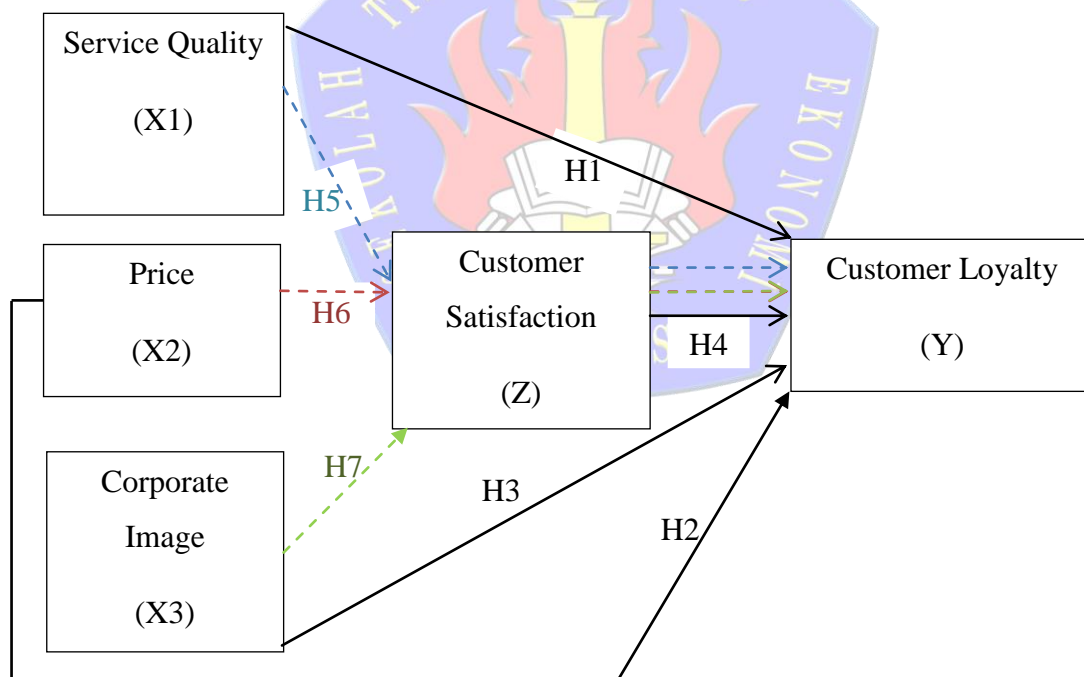


Figure 2.1 Research Conceptual Framework

Hypothesis Development:

- H1: It is suspected that Service Quality has a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
- H2: It is suspected that the Price has a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.

- H3: It is suspected that Corporate Image has a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
- H4: It is suspected that Customer Satisfaction has a direct effect on Indihome Customer Loyalty in Lubang Buaya Village, East Jakarta.
- H5: It is suspected that Service Quality affects Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta.
- H6 : It is suspected that Price has an effect on Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta .
- H7: It is suspected that Company Image has an effect on Customer Loyalty through Indihome Customer Satisfaction in Lubang Buaya Village, East Jakarta.

III RESEARCH METHODOLOGY

Sampling Technique The research used *purposive sampling* . According to Sugiyono (2017: 85) *Puposive Sampling* is a *sampling* technique with certain characteristics or considerations. The strength of the selected sampling method is that the data selected is data that is relevant to research, because it is cheaper and easier to select and implement it. The characteristics in this study are:

1. Over 20 years of age. Respondents with adult age are expected to be able to give an objective assessment in answering the questionnaire.
2. Indihome users who have been more than 3 months.
3. Domiciled in the village of Lubang Buaya, East Jakarta.

For the sample size used, because researchers do not know the exact number of Indihome user populations in Lubang Buaya village, East Jakarta, the researchers used the Wibisono formula in Riduwan and Akdon (2013) as follows:

$$n = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2 = \left(\frac{(1,96) \cdot (0,25)}{0,05} \right)^2 = 96,04$$

Information :

n = sample

Z α = Z table value = 1.96

σ = population standard deviation

e = Error rate = 5% (0.05)

Based on the results of the calculation above, the number of samples needed in this study is 96.04 and the researcher will round it up to 100 responses den.

This study uses data collection techniques, namely by distributing questionnaires online with google form media which contains a set of questions used to measure each research variable to be tested, namely Service Quality (X1), Price (X2), Corporate Image (X3). , Customer Loyalty (Y) and Customer Satisfaction (Z) . The questionnaire was distributed online with the google form media through the WhatsApp group and via Instagram which was owned by the researcher. Data processing using *software* program *SmartPLS 3.0 (Partial Least Square)* .

IV RESULT

4.1 Descriptive Analysis

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From the 100 respondents who filled out the questionnaire, it is known that the majority of respondents live in Lubang Buaya Village, East Jakarta . With the majority of female sex as many as 57 people or 57% and respondents aged 20-30 years as many as 79 respondents or 79 %.

Researchers analyzed the average score obtained on each variable to obtain the results of the position of the majority of respondents' answers. The results obtained are the average value per variable, for the variable Service Quality according to the perceptions of 100 respondents is 70.76 %, so it can be interpreted that the respondent's perception of the statement items regarding the variable service quality is declared high. The average value of the price variable according to the perceptions of 100 respondents is 68.12 %, so it means that the respondents' perceptions of the variable price statement items are declared high. The average value of the corporate image variable according to the perceptions of 100 respondents is 77.26 %, so it means that the respondent's perception of the statement items regarding the corporate image variable is high. The average value of the Customer Satisfaction variable according to the perceptions of 100 respondents is 66.4 %, so it means that the respondent's perception of the statement items regarding the variable customer satisfaction is high . While the average value of the Customer Loyalty variable according to the perceptions of 100 respondents is 66.7 %, so it means that the respondent's perception of the statement items regarding the customer loyalty variable is high.

4.2 Evaluation of the Measurement Model (Outer Model)

4.2.1 Convergent Validity Test

The convergent validity test is seen in the factor loading between the indicator score and the variable score provided that it has a correlation value above 0.70. However, at the scale development stage research, loading 0.50 to 0.60 is still acceptable (Ghozali, 2015). The following are the *OuterModel* values :

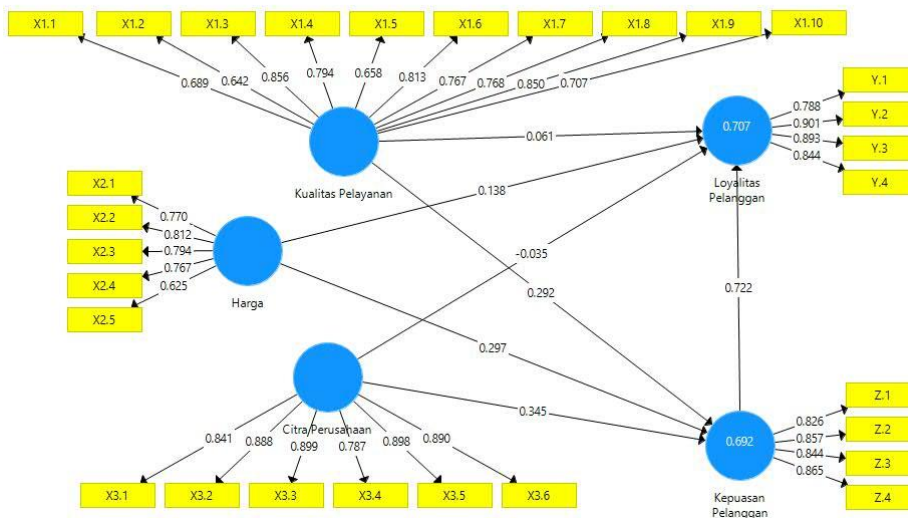


Figure 4.1 (outer model)

Tabel 4.1 Outer Model

Correlation of indicators with variables	Loading Factor	Information
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X1.1	0,689	Valid
X1.2	0,642	Valid
X1.3	0,856	Valid
X1.4	0,794	Valid
X1.5	0,658	Valid
X1.6	0,813	Valid
X1.7	0,767	Valid
X1.8	0,768	Valid
X1.9	0,850	Valid
X1.10	0,707	Valid
X2.1	0,770	Valid
X2.2	0,812	Valid
X2.3	0,794	Valid
X2.4	0,767	Valid
X2.5	0,625	Valid
X3.1	0,841	Valid
X3.2	0,888	Valid
X3.3	0,899	Valid
X3.4	0,787	Valid
X3.5	0,898	Valid
X3.6	0,890	Valid
Z.1	0,788	Valid
Z.2	0,901	Valid
Z.3	0,893	Valid
Z.4	0,844	Valid
Y.1	0,826	Valid
Y.2	0,857	Valid
Y.3	0,844	Valid
Y.4	0,865	Valid

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From the table above it can be seen that the outer loading values in this study each have a value above 0.70 and also 0.50 to 0.60 which is still acceptable, and has an AVE value for the Service Quality variable (X1) is 0.754, the price variable (X2) is 0.572, the Corporate Image variable (X3) is 0.719, the Customer Satisfaction variable (Z) is 0.574, and the Customer Loyalty variable (Y) is 0.736. It can be concluded that the overall convergent validity has been fulfilled.

4.2.2 Discriminant Validity Test

According to Fornell and Larcker, quoted by Imam Ghozali's book (2014: 40), discriminant validity is to compare the square root of average variance extracted (AVE) value of each construct with the correlation between constructs and other constructs in the table. If the AVE square root value of each construct is greater than the correlation value between the other constructs in the model, it is said to have good discriminant validity. From the results of the research conducted, it can be seen that each construct value or the root value of AVE exceeds or is greater than 0.5. Then the test of the overall discriminant validity is fulfilled.

Tabel 4.2 Discriminant Validity

	Corporate Image	Price	Customer Satisfaction	Service Quality	Customer Loyalty
Corporate Image	0,868*				
Price	0,597	0,757*			
Customer Satisfaction	0,775	0,674	0,848*		
Service Quality	0,863	0,584	0,764	0,758*	
Customer Loyalty	0,659	0,639	0,834	0,663	0,858*

4.2.3 Reliability Test

In the reliability test, it can be seen from the *Crobach's Alpha* value and the *Composite Reliability* value. The construct is declared reliable if the *composite reliability* value is more than 0.7 and the *Cronbach alpha* value is more than 0.6. The following are the results obtained by *Crobach's Alpha and Composite Reliability* :

Tabel 4.3 Cronbach alpha and Composite reability

	Cronbach Alpha	Composite Realibility	Information
Service Quality	0,916	0,930	reliabel
Price	0,816	0,869	reliabel
Corporate Image	0,934	0,948	reliabel
Customer Satisfaction	0,870	0,911	reliabel
Customer Loyalty	0,879	0,917	reliabel

Based on this table, the reliability test in this study shows that in general the measurement variables used in this study can be declared reliable, because it shows Cronbach's Alpha > 0.6 and Composite Reability > 0.7.

4.3 Evaluation of the Structural Model (Inner Model)

4.3.1 Endogenous Variant Research (R²)

The value of R² is presented in a price range of 1-0, the closer the value of R² is to 1, the better it will be.

Tabel 4.4 R-square Value

	R-square
Customer Satisfaction	0,692
Customer Loyalty	0,707

In the table above, it is stated that the value of Service Quality, Price, and Company Image is able to explain the constructs of endogenous variables, namely Customer Satisfaction with a value of 69.2% with a remaining 30.8% which is explained in other constructs which are not explained in this study. And customer loyalty of 70.7% with the remaining 29.3% which is also not included is explained in this study.

4.3.2 Predictive Research (Predictive Relevance Q²)

Q² measures some of the observed values generated by the model and also its parameter estimates. Quantity Q² has a range of 0 < Q² < 1, where if the value is closer to 1, it means that the model is getting better. The magnitude of Q² is equivalent to the coefficient of total determination in the path analysis. The value of Q² > 0 indicates that the model has predictive relevance, and on the other hand, if the value of Q² < 0 indicates that the model lacks predictive relevance (Ghozali, 2014: 42).

The formulas for testing include:

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$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) \dots\dots\dots (4.1)$$

$$Q^2 = 1 - (1 - 0,692) (1 - 0.707)$$

$$Q^2 = 1 - (0.308) (0.293)$$

$$Q^2 = 1 - 0.090244$$

$$Q^2 = 0.909756$$

$$Q^2 = 90.97\%$$

The calculation results show that the value of Q^2 can be seen that the level of explanation of the model for the data taken during this study is 90.97% while 9.03% is explained by other variables including errors.

In the table above states that the value of Perception of Benefits, Ease of Use, and Trust is able to explain the constructs of endogenous variables, namely Interest in Use with a value of 64.9% with a remaining 35.1% which is explained by latent variables outside of this study.

4.4 Hypothesis Testing

Tabel 4.5 Direct Effect Results

	T Statistic (O/STDEV)	P Values	Information
Service Quality → Customer Loyalty	0.572	0.568	Not significant
Price → Customer Loyalty	1,678	0,094	Not significant
Corporate Image → Customer Loyalty	0.344	0.731	Not significant
Customer Satisfaction → Customer Loyalty	8,920	0,000	Significant

Tabel 4.6 Hasil Indirect Effect

	T Statistic (O/STDEV)	P Values	Information
Service Quality → Customer Satisfaction → Customer Loyalty	2,004	0.046	Significant
Price → Customer Satisfaction → Customer Loyalty	3,333	0.001	Significant
Corporate Image → Customer Satisfaction → Customer Loyalty	1,964	0.050	Significant

The inner model is represented by its probability value and T-statistic. For the probability value, the P value is 5% alpha or less than 0.05. The T-statistic value is more than 1.96. So the criterion for acceptance of the hypothesis is when the T-statistic must be greater than 1.96 and the P value less than 0.05. Tables 4.5 and 4.6 above show the T-statistic and P-value which are the basis for testing the hypothesis which can be explained as follows:

1. In testing the effect of service quality on customer loyalty (Hypothesis 1), the T-statistic value of the service quality variable is 0.572 the value is less than 1.96 and the P value is 0.568 the value is more than 0.05. So it can be concluded that the service quality variable has an insignificant influence on customer loyalty and it can be concluded that hypothesis 1 is rejected.
2. In testing the effect of price on customer loyalty (Hypothesis 2), the T-statistic value of the price variable is 1.678 the value is less than 1.96 and the P value is 0.094 the value is more than 0.05. So it can be concluded that the price variable has an insignificant effect on customer loyalty and it can be concluded that hypothesis 2 is rejected .
3. In testing the effect of company image on customer loyalty (Hypothesis 3), the T-statistic value of the corporate image variable is 0.344, the value is less than 1.96 and the P value is 0.731, the value is more than 0.05. So it can be concluded that the corporate image variable has an insignificant effect on customer loyalty and it can be concluded that hypothesis 3 is rejected.
4. In testing the effect of customer satisfaction on customer loyalty (Hypothesis 4), the T-statistic value of the customer satisfaction variable is 8.920, the value is more than 1.96 and the P value is 0.000, the value is less than 0.05. So it can be concluded that the customer

satisfaction variable has a significant influence on customer loyalty and it can be concluded that hypothesis 4 is accepted.

5. In testing the effect of service quality on customer loyalty through customer satisfaction (Hypothesis 5), the T-statistic value of the service quality variable is 2.004, the value is more than 1.96 and the P value is 0.046, the value is less than 0.05. So it can be concluded that the variable service quality has a significant influence on customer loyalty through customer satisfaction and it can be concluded that hypothesis 5 is accepted.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the research results described in the previous chapter, the conclusions of this research are:

1. This research shows that the increase in service quality using Indihome services indicates a very low effect on customer loyalty Indihome in Lubang Buaya Village, East Jakarta. The reason is because customers cannot be loyal to the company if the customer has not felt satisfaction first.
2. This research shows that the package prices set by Indihome are still unable to affect the loyalty of Indihome customers in Lubang Buaya Village, East Jakarta. Given that basically indications of loyalty include a willingness to pay more, repeat purchases, commitment and a high sense of belonging to a product. So that the price of the package that has been set has not been able to affect customer loyalty, because offers from competing providers are the same or cheaper.
3. This research shows that corporate image does not always affect customer loyalty because the main objective of corporate image is to build a positive impression in the eyes of its customers, so that when it appears in the minds of customers remember the company's good reputation and characteristics. Besides the image (image) is influenced by many factors beyond the company's control.
4. This research shows that the overall activities carried out by a company will ultimately boil down to the value that customers will provide regarding their perceived satisfaction. Customer satisfaction is the essence of achieving long-term profitability to gain customer loyalty.
5. This research shows that service quality is fully mediated by customer satisfaction to influence customer loyalty. Indihome customers will perceive that the quality of service provided by the company is good, so customers will be satisfied because the services obtained have matched or exceeded customer expectations. When customers are satisfied with the services provided, the tendency for customers to reuse Indihome products will also be higher.
6. This research shows that customers feel that the Indihome package price is in accordance with the purchasing power of the customer which will make the customer feel satisfied. Because if the customer feels a satisfaction, the customer will automatically be loyal and will re-purchase the same product or brand and do not rule out being a loyal customer.
7. This research shows that corporate image is important in achieving customer satisfaction so that customers are loyal to the company. Therefore, Indihome can improve the corporate's image with a good corporate reputation. A strong corporate image is able to stem the negative influence on the company so as to keep customers from turning to other competitors.

5.2 Suggestions

Based on the results of the existing conclusions, the researcher tries to make the following suggestions:

Indihome companies should improve the quality of related services in responding quickly to customer complaints, providing clear explanations about the product packages offered, and offering different products from other companies in order to provide customer satisfaction and increase customer loyalty.

5.3 Research Limitations and Further Research Development

The limitations in this study are:

1. The data collection method in this study used a questionnaire, therefore it would be better if it was added to the interview method.
2. In distributing the questionnaire, it was found that the respondent's behavior was too hasty in filling out the questionnaire answers and did not read in detail every question from the questionnaire distributed online so that the answers given by respondents were not optimal.



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