

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMERS' VALUE ON CUSTOMERS' SATISFACTION AND THE IMPACT ON CUSTOMERS' LOYALTY AT GRAPARI TELKOMSEL TSM BANDUNG

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Abstract

This study aims to determine how much influence service quality and customers' value have on customer satisfaction and to determine customer loyalty at GraPARI Telkomsel TSM Bandung. The research method used is descriptive and verification method, where data is collected through observation, interviews, and distributing questionnaires with a total sample of 97 respondents. The research testing instrument uses validity and reliability tests. Path analysis is used as the data analysis method, multiple correlation, and coefficient of determination. The results showed that there was a positive and significant influence between quality and customers' value on customers' satisfaction and increasing customers' loyalty either simultaneously or partially. Based on the findings in the study that companies that provide the best service quality will make an assessment that the services provided provide satisfaction and customers will be loyal by themselves to the company. There is a difference between this study and previous research, namely that there are no previous researchers who specifically discussed marketing strategies through customer value at GraPARI Telkomsel customer service centers, especially at GraPARI Telkomsel TSM Bandung.

Keywords: *Customer Loyalty, Customer Satisfaction, Customer Value, Service Quality*

1. Introduction

The business world always develops every period, it supports companies to be able to keep on adapting the business atmosphere to create innovation in service and products or goods, so that the company will always be able to meet every customers' need to survive, develop and has ability to compete against other companies. In today's free trade era, all accompanys will experience the firm competition, it is not only for the international *go public* company level but also the middle to low companies level (Putri & Utomo, 2017). In recent globalization era, the development of cellular technology boosts the development of cellular network with more and more business firm in its market of Indonesia especially for the companies providing service product especially for cellular network companies.

Basically, the determinant of operational survival for a company is the success of product sold, the higher and higher selling volume denotes high power of the company to be able to maintain and continues competing in its market, so there are many things for a company to evaluate. The company should comprehend customers' interest in the products comparing to other same products produced by other company. Company should keep the principle about customers oriented to carry off the competition in the market. The satisfaction served for the customers will create loyalty of the customers and should be able to strengthen relation between company and customers (Rabiqy, 2019). It s the pride of the company and its management to have quantity increasing of customers in service product industry or for other related company, the service is the essential, especially Telkomsel producing telecommunication product that must attract new customers and the company runs harmoniously with world development.

Table 1. The quantity of customers based on Telkomsel products in 2016-2020

Year	Customers of cellular card products		
	SimpatI	As	Halo
2016	1.882	616	636
2017	967	290	926
2018	1.608	321	888
2019	1.527	371	988
2020	1.164	359	1.189

Source: Data processed based on internal data of GraPARI TSM Bandung 2016-2020.

Based on table 1 above, there is quantity decreasing of cellular customers for AS and Simpati that makes customers decreasing all over. The turnover sale of AS and Simpati card decreased as the result. To be able to maintain or increase customers, GraPARI TSM Bandung tried to create service quality increasing to keep the loyalty of customers on telkomsel products and increased customers quantity and sale volume or so at least. The loyalty of customers means the satisfaction of customers relating to the service served that can make the customers' desire to keep on being customers.

Table 2. The list of customers' complaint on service during 2020

No	Keluhan	Frequence
1.	The low response of CSR	34 Times
2.	Uncomplete information of CSR	27 Times
3.	Long queue	59 Times
4.	Less friendly CSR in presenting the service	41 Times

Source: internal data of GraPARI Telkomsel TSM Bandung 2020

Table 2 informed list of complaints of customers at GraPARI Telkomsel TSM Bandung during 2020. The table informed that many customers complained about service quality they have. If there is customers' dissatisfaction assessment especially in having service, segmentation market should be followed by guarantee of distribution process and new media, it is necessary to boosting *customers value* of the company. There are some concepts of ***Customer value***.

Customer value defined as the assessment of all customers on the benefit of a product leading to the perception of what the customers have used based on what has been served by producer and experienced by the customers. That is why ***value*** is various factor consideration of customers when purchasing is carried out (Suhendra & Yulianto, 2017). ***Customer value*** is the agio of benefit experienced by customers of a service or product with the immolation and effort to use and getting product simultaneously.

A service or product bought by customers from the company would be more satisfying if the value the customers have better than before. The value of service of product offered by the company usually has two dimensions: ***cost*** or ***price*** and feature or performance of the product with the comparison to the same product offered by its competitor (Chaniago, 2017). If there is complaint or demunciation of user, Telkom is always ready to handle it, nevertheless it can have impact on the level of customer's satisfaction as experienced by the customer.

The level of satisfaction can refer to the function of difference between realized performance and expectation. If the performance, especially service performance etc., was under expectation, the customers would not get satisfaction. If the performance was accordance with expectation, the customers would get satisfied. Whereas if the performance exceeded expectation, the customers would get more satisfied, customers' expectation can be based on experience in previous time, it could be comments of his/her relatives and also the promises and information from media. The satisfied customers would present longer loyalty, less sensitiveness on price and presenting good comment about the company (Maulana, 2016).

Satisfaction is the level of individual feeling after comparing outcome or performance product usage related to his/her hope of the product. Satisfaction could be target trick of marketing for the company having customers' oriented program. A customer with high level satisfaction could be sealed with product mark, not only national preference but also build customer loyalty (Rabiqy, 2019).

The competition and quantity of users are more and more dynamic, that is why PT. Telkomsel needs implication and satisfaction for customers' loyalty using GraPARI Telkomsel service to get management measurement point to make strategic decision or business policy even the decision on service being operated. Based on the problem above, marketing strategy through service quality and customers' value to increase sale loyalty in customers' satisfaction is the essential point. The purpose of this research is to get information about the influence of service quality and customers' value on customers' satisfaction and the impact on customers' loyalty at GraPARI Telkomsel TSM Bandung Referring to Shinta (2011) "*Customers satisfaction defined as function of view point on buyer's expectation and product performance*" (Suparwo & Syarifuddin, 2017). Company should always keep service quality that is available for customers. All companies focusing

on customers' satisfaction would get essential benefits such as good company reputation referring to the society and customers, it can keep and boost customers' loyalty enabling the company to keep harmonious relation with customers and increasing the profit and it can be booster and support of the society for the company works better and better. (Putri & Utomo, 2017). Sustainable company will always measure consumers' satisfaction to keep consuming the product and services offered. Research indicator applied is based on research object type; hope and performance as writer expect where The consumers' satisfaction dimension referred to the description. (Ali Hasan, 2014):

1. Expectation, customers' the expectation before purchasing service and products could be measure of the customers' satisfaction.
2. Performance, the performance of a service and product will create customers' satisfaction.

Generally, the loyalty discussed is individual loyalty for a service or product. Customers' loyalty is the continuity and manifest of customers' satisfaction even it is not pure result of customers' satisfaction. The classification of loyalty management referred to Oliver (1999), where there are three phases, namely conative, affective and cognitive. The phases happened frequently, cognitive is the first, it is information about mark, service and product the comers experienced would be the indication that the mark offered is more interesting for the customers than the alternative existing in the market. The next phase is affective that the loyalty derives from satisfaction on certain mark, service, and product accumulated. The last phase is the right loyalty building, this phase happens caused by repeating using certain mark, service and product positively of the product purchased (Chaniago, 2017). Indicator of consumers' loyalty stated by Griffin (Sangadji, E.M., 2013) where there are four indicators:

1. *Demonstrates on immunity to the full of the competition*
2. *Refers other*
3. *Purchase across product and service lines*
4. *Makes regular repeat purchase*

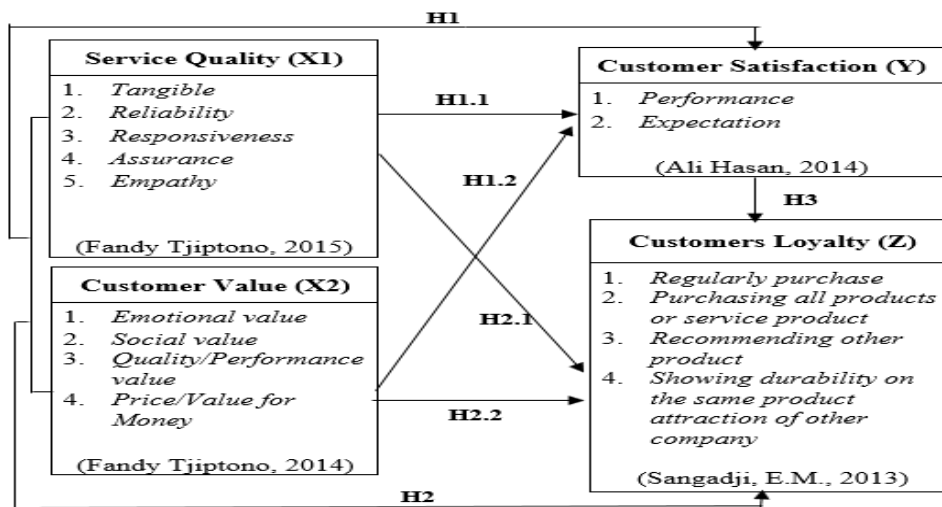
Customer value defined as benefit difference experienced by customer about a service or product in getting and using the product. A service or product purchase done by customer would be more satisfying if the customer got high value. Value (service value and product) for *customer* as the company offered has two dimensions: *cost* and *feature* or performance of the product compared to the same product of other competitor (Chaniago, 2017). It is necessary that the segmentation should be with distribution access guarantee and new media, it is urgently needed to create *Customer value* for the company. There are some types of concepts of *Customer value*, *customer value* understood as all of assessment of customers relating to benefit of a product referring to what the customers purchased to perceived as the producer presented. Then the quality product comprehended as value relating to some factors to be consideration for the customer when the customers would buy something (Suhendra & Yulianto, 2017). According to Sweeney and Soutar in (Fandy Tjiptono, 2014), the dimension of customer value consists of four main aspects:

1. *Emotional value*
utility derives from anxiety and feeling or affective/positive emotion caused by product consumption.
2. *Social value*
utility derives from product ability to increase social self-concept of customer.
3. *Quality/Performance Value*
Utility derives from product caused by short-term and long-term expense reduction.
4. *Price/Value for Money*
Utility derives from perception on quality and performance of product expected.

Service is attitude of producer for the sake of consumers' need and want including the customers' satisfaction as the target. Kotler describes that the attitude could appears after, before or when transaction is in process. Referring to some definitions of service quality that could be concluded that service quality denoting various activities run by the company to meet consumers' hope (Atmaja, 2018). The popular approach of service quality as the base of marketing research is *service quality model* development (Parasuramaan, Zeithmhl, and Berry) service quality dimension (Fandy Tjiptono, 2015):

1. *Real evidence or Tangible*
Tangible the ability of a company to show to the existence to external, including tools and physical infrastructure, ability and performance and also atmosphere of the environment around denoting real evidence in serving customer in accordance with physical facility (storehouse, building, etc.) tools and equipment to operate (technology), performance of the staff.
2. *Trust or Reliability*
Reliability is the ability of the company to serve customers as accurately agreed in trust to reliability. The performance should be brought into line of customers' expectation that means the service is totally served for all customers without obstacle in the process, the performance also has high accuracy and supported by sympathetic attitude.
3. *Responsible or Responsiveness*
Responsiveness is the ability to serve and assist customers more responsively (*Responsive*) by presenting information clearly. Proving long enough time as waiting list without reasons and impact leading to bad perception for service quality process.
4. *Assurance*
Assurance is the ability, hospitality and knowledge of company staff to attract customers' trust in company performance.
5. *Emphaty*
Emphaty is a personal or individual care affectionally presented with trying to understand customers' want. There is company expectation providing comfortable operation time for customers, then trying to understand customers' need in detail supported by knowledge and comprehension all about customers.

Frame of Thinking



Picture 1

Frame of Thinking Table.3 Research Hypothesis Formulation

Hypothesis	Statement	Information
H1	There is significant influence of service quality and customers' value either partial or simultaneous on customers' satisfaction	H1 Received H0 Rejected
H2	There is significant influence of service quality and customers' value either partial or simultaneous on customers' loyalty.	H2 Received H0 Rejected
H3	There is significant influence of customers' satisfaction on customers' loyalty.	H3 Received H0 Rejected

2. Method

Research Design

In this research, researcher uses descriptive and verificative in quantitative approach. Quantitative method can be construed as method based on positivism philosophy, applied for certain population or sample, generally technique of sampling carried out in random, data collecting applies research instruments, data analysis is quantitative/statistical to test the determined hypothesis (Sugiyono, 2017). Descriptive researchers according to (Sugiyono, 2017) is research carried out to get to know the value of variables either one or two variables or more without comparison or the relation of variables in other research object. According to (Sugiyono, 2017) verificative research method is a research applied to test theory, and the research would try to get new scientific information namely hypothesis in conclusion whether the hypothesis received or rejected.

Data Source

The kinds and data source used in this research are primary and secondary data. According to (Sugiyono, 2017) primary data is data from direct source. Writer got the primary data by interview Supervisor of GraPARI Telkomsel TSM Bandung and the questionnaires filled by respondents. Whereas secondary according to (Sugiyono, 2017) is

indirect source presenting the data to the data collector. Writer found the data from various sources headed for knowing the influence service quality and customers value on customers satisfaction and the impacts on customers loyalty at GraPARI Telkomsel TSM Bandung.

Population and Samples

In this research the population is 2.712 respondents, The quantity is all of the customers that have had visit and the quantity of customers of Telkomsel Products in 2020 GraPARI Telkomsel TSM Bandung. Whereas the samples applied in this research is 97 respondents in Solvin formula to count samples. The samples collecting technique applied in this research is Probability sampling technique.

Data Analysis Design

A. Validity and Reliability Test

1. Validity Test

According to validity test is a degree of accuracy between the data appearing in data collected by researcher. Validity test is used to get information whether every item in the instrument is valid or invalid, it would be known by correlating between item score and the total score. If the score higher than 0,3 it could be valid (Sugiyono, 2017).

2. Reliability Test

The reliability Test is to ascertain whether research questionnaires that would be applied to collect the research variable data reliable or unreliable. According to (Sugiyono, 2017) the reliable instrument is the instrument that has been applied many times to measure the same object and could deliver the same result. The reliability test applied in this research is the technique method of *alpha cronbach*. According to (Sujarweni, 2014) that explains one instrument could be reliable if the score of *cronbach's alpha* (α) higher than 0,6 formulated as follows:

B. Data Analysis and Hypothesis Test

1. Normality Test

Normality Test is purposed to test whether in regression model, intruder variable or residual have normal distribution. To test whether the data have normal distribution or without statistical testing of *Kolmogorov-Smirnov Test* by being counted SPSS, Residual has normal distribution if it had significant score $>0,05$ and the abnormal residual in distribution if it had significant score $<0,05$.

2. Path Analysis Method

Researcher applied Path Analysis. Path Analysis is a part of regression model that can be applied to analyze causal relationship between a variable and the others. The causal relationship system relating two types of variables; independent variable, symbolized in $X_1, X_2, X_3, \dots, X_n$ and dependent variable, symbolized in $Y_1, Y_2, Y_3, \dots, Y_n$ (Juanim, 2020). In path analysis, the influence of independent variable on dependent variable could be direct and indirect influence effect or in other word, path analysis consider the existence of direct and indirect effect. Indirect effect of independent variable on dependent variable takes place through other variable the so-called *Intervening*

Variable (Juanim, 2020). The condition or assumptions required in applying path analysis:

- a. The relation between variables in model is linear and adaptive
- b. All the errors (residual) assumed uncorrelated with other
- c. The assumed variables can be directly measured
- d. The model is clockwise
- e. The variables are measured by interval scale

3. Hypothesis Test

a. T statistic Test

In path analysis there are two partial hypothesis tests: structural similarity I and II, hypothesis test is carried out to count significant level partially or the effect of independent variable on dependent variable.

b. F statistic test

F test is to get to know whether all independent variables can explain the dependent variables, then hypothesis test could be carried out simultaneously by applying F statistic test. Basically, F statistic test informs whether all independent variables which is in the model have collective effect on dependent variables.

3. Result and Discussion.

Validity Test and Reliability

Researcher ran the validity test supported by SPSS 23 statistic *for Windows*. The questions are 23 of all inspected indicators in this research is valid by the score 0,3. Comprising level of customers' satisfaction on carried out service quality, level of customers' satisfaction on presented promotion, level of customers' expectation on presented quality of service, level of customers' satisfaction on presented promotion, level of having revisit to GraPARI Telkomsel, level of repurchasing, level of rebuying products of other parts, level of repurchasing new product innovation, level of product buying in recommendation of Telkomsel, level of having revisit GraPARI Telkomsel by recommendation, level of uninterested in repurchasing products of other counter of a company, level of desirability to buy Telkomsel product only, level of satisfaction after having service of GraPARI Telkomsel, Level of ability of staff in getting solution for customers' problems, level of GraPARI Telkomsel service to have service quality standard that can be received by customers, level of GraPARI Telkomsel service as expected, level of friendly and tidy appearance of staff, level of facility completeness, level of ability of staff in serving customers, level of responsiveness in serving customers, level of staff knowledge assurance, level of staff care on customers' desirability and needs, level of staff attention on customers' needs and desirability.

The reliability Test operated by *cronbach alpha Test* using SPSS 23 *for Windows* and the result is more than 0,6. Comprising service quality variable, customers value, customers' satisfaction and customers' loyalty.

Normality Test

Normality Test is a statistical test to determine whether distribution population normal or not. It is clearly displayed at Asymp column. Sig are variables like service quality 0,121, customers value 0,210, customers satisfaction 0,302 and customers loyalty 0,478 > 0,05 level of significant (*a*) and the conclusion is normal data as clearly described in table 4.

Table 4
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Service Quality (X1)	Customers Value (X2)	Customers Satisfaction (Y)	Customers Loyalty (Z)
N		97	97	97	97
Normal Parameters ^{a,b}	Mean	24.0619	12.9691	13.0000	27.9175
	Std. Deviation	5.55055	3.34307	3.55023	5.44225
Most Extreme Differences	Absolute	.081	.074	.069	.062
	Positive	.081	.074	.069	.062
	Negative	-.060	-.068	-.059	-.054
Test Statistic		.081	.074	.069	.062
Asymp. Sig. (2-tailed)		.121	.210	.302	.478

a. Distribution Test is Normal.

Path Analysis

In accordance with research hypothesis as proposed so that data will be tested by using *path analysis* in which the analysis used two structures.

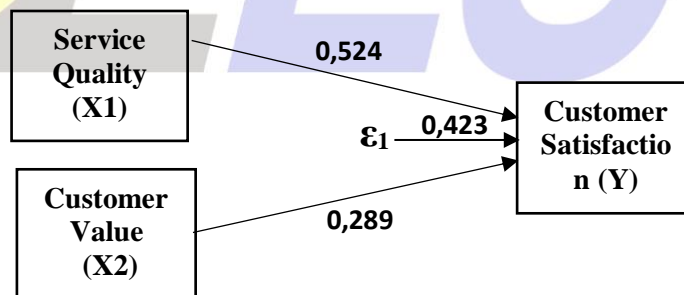


Figure 1
Diagram and Path Co-efficient in structure Test I

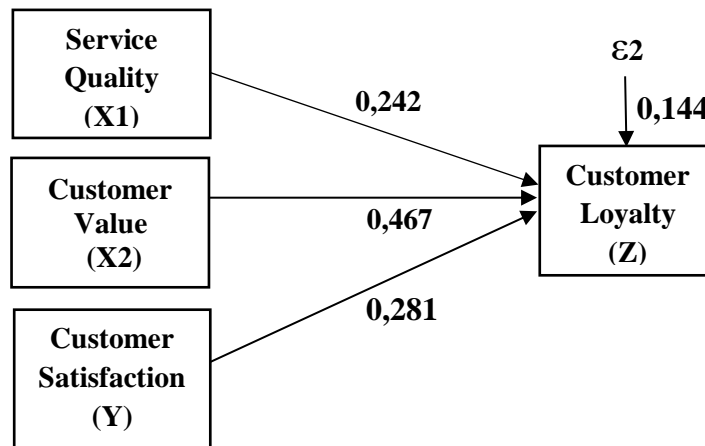


Figure 2
Diagram and Path Co-efficient in structure Test II

Table 5
Structure of Correlation I
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.568	2.33320

a. Predictors: (Constant), Customers Value (X2), Service quality (X1) b. Dependent Variable: Customers Satisfaction (Y)

Based on table 5 above as the result of data processing displays correlation value 0,760 that means the variable of service quality and customer value have fervent relation with customer satisfaction variable. Then data processing result indicated determination coefficient value (R-square) at 0,577 or 57,7%. It explained that the contribution of service quality variable (X-1), customers' value (X2) on the degree of customers' satisfaction (Y) was at 57,7% and the rest was (1 – R2) at 42,3% denoting contribution of other variable excluding in this research.

Table 6
Correlation of Structure II
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 ^a	.792	.786	2.51975

a. Predictors: (Constant), Customers Satisfaction (Y), Customers Value (X2), Service Quality (X1)
b. Dependent Variable: Customers Loyalty (Z)

Based on table 6 above as the result of data processing displays correlation value 0,890 which means every variable has firm relation with variable of customers loyalty; service quality, customer value and customers satisfaction. Then the data processing result indicated determination co-efficient value (R-square) was at 0,792 or 79,2%. It explained that the contribution of service quality variable (X₁), customers' value (X₂), customers' satisfaction (Y) on the degree of customers' loyalty (Z) was at 79,2% and the rest was (1 – R²) at 20,8% denoting the contribution of other variable excluding in this research.

Hypothesis Test

In this research used hypothesis test of t (*partial*) and hypothesis test of f (*simulant*) where each test divided into two structures because appropriate with research method (*path analysis*)

Table 7
Test of Structure 1
Co-efficient^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.947	1.091		.868	.388
Service Quality (X ₁)	.335	.062	.524	5.420	.000
Customers Value (X ₂)	.307	.103	.289	2.993	.004

a. Dependent Variable: Customers Satisfaction (Y)

Based on the result of test t structure 1 in table 7:

In service quality variable is acquired t sum of 5,420 and significant degree $\alpha = 0,1$, acquired t value table namely 1,290. Because sum t > table t or 5,420 > 1,290, it can be concluded rejecting Ho or in other words there is positive influence and significant service quality on customers satisfaction.

In customers value variable acquired sum of t namely 2,993 and the significant degree $\alpha = 0,1$, so it can be acquire table t value 1, 290. Because sum t > table t or 2,993 > 1,290, conclude as rejecting Ho or in other words there is positive influence and significant customers value on customers satisfaction.

Table 8
T test of structure II
Co-efficient^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.758	1.182		5.715	.000
Customers Quality (X1)	.238	.077	.242	3.104	.003
Customers Value (X2)	.760	.116	.467	6.545	.000
Customers Satisfaction (Y)	.430	.111	.281	3.861	.000

a. Dependent Variable: Customers Loyalty (Z)

Based on the result of test t of structure II in table 8:

In variable of service quality appear sum t at 3,104 and significant degree at $\alpha = 0,1$, then appears t table value at 1,290. Because sum t > table t or 3,104 > 1,290, it can be concluded as rejecting Ho or in other words there is positive influence and significant of service quality on customers loyalty. In customer value variable appears sum t at 6,545 and significant degree at $\alpha = 0,1$, then appears table t value at 1,290. Because some t > table t or 6,545 > 1,290, it can be concluded rejecting Ho or in other words there is positive and significant influence of customers value on customers loyalty. In customers satisfaction variable appears sum t at 3,861 and significant degree at $\alpha = 0,1$, then appears table t at 1,290. Because sum t > table t or 3,861 > 1,290, it can be concluded rejecting Ho or in other words there is positive and significant of customers satisfaction on customers loyalty.

Table 9
F Test in Structure I
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	698.282	2	349.141	64.135	.000 ^b
Residual	511.718	94	5.444		
Total	1210.000	96			

a. Dependent Variable: Customers Satisfaction (Y)

b. Predictors: (Constant), Customers Value (X2), Customers Quality (X1)

Based on the result of f test in structure I of table 9 appears F value at 64,135 higher than table 2,70, by error degree at 10% namele $0,000 < 0,05$ can be decided to reject Ho that make Ha is approved. The result of trial can be concluded that service quality and customers value simultaneously present influence on customers satisfaction.

Table 10
F Test of Structure II
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2158.219	2	1079.109	148.056	.000 ^b
	Residual	685.122	94	7.289		
	Total	2843.340	96			

a. Dependent Variable: Customers Loyalty (Z)

b. Predictors: (Constant), Customers Value (X2), Customers Quality (X1)

Based on the result of f test in structure II for table 10 appears F value in 148,056 that is higher than table F in 2,70, by the degree at 10% or $0,000 < 0,05$ can be concluded to reject H_0 causing H_a is approved. The results of tests above can be concluded that service quality and customers value simultaneously present influence on customers loyalty.

Customers Satisfaction at GraPARI Telkomsel TSM Bandung

The result of research relating to respondent response on customers satisfaction variable resulting average response in 3,25 denoting customers satisfaction is adverse. From two indicators: performance and expectation, performance indicator informs the score is under average compared to average score of expectation indicator. It proves that there are respondents presenting adverse opinion and disagreeing to every question in the statements of satisfaction variable indicator in satisfaction variable indicator. It means that the customers experience informs that *customer service* at GraPARI Telkomsel TSM Bandung has not presented satisfaction to customers for the performance. It is related to service quality as not in customers expectation.

Customers Loyalty at GraPARI Telkomsel TSM Bandung

The result of research about respondent response on customers loyalty variables in average result of score 3,33 informing that customers loyalty is in adverse. From 4 indicators: regular purchasing, purchasing in all division of product or service, recommending product to others, showing invulnerability on attraction of the same product from the competitors. The indicator recommend product to others, showing vulnerability on the same product attraction from the competitors informing score under other average indicators compared to other indicator average score relating to customers loyalty variables. It means that there are respondents presenting adverse opinion and disagreeing to every question in every statement of customers loyalty variable indicators. It proves that there are customers more attracted in other *provider* than telkomsel *provider* and have no itch to be loyal to GraPARI Telkomsel TSM Bandung. It is relating to product innovation or promotion offered is uninteresting in purchasing for purchasing.

Customers Value at GraPARI Telkomsel TSM Bandung

The result of research about respondent response on customers value variable informing average answers in score of 3,24 that means customers value is in adverse condition. From 4 indicators; *emotional value*, *social value*, *quality/performance value*, *price/value for money*. Indicator of *social value* and *quality/performance value* show the scores is under average compared to other indicator of average score relating to customers value variable. It proves that there are respondents presenting adverse opinion and disagreeing to every question in every statement value variable indicator. It proves that there are customers found that *customer service* at GraPARI Telkomsel TSM Bandung has not been able to handle customers complaint proportionally. It is relating to *customer service* having not been able to guarantee professionalism in serving customer.

Service quality at GraPARI Telkomsel TSM Bandung

The result of research about respondent response on service quality variables informing average result in score of 3,27 proving that service quality is adverse. From 5 indicator; *tangible*, *reliability*, *responsiveness*, *assurance*, *empathy*. Indicator of *tangible* shows the score is under average compared to other indicators average value relating to service quality variables. It proves that there are respondents presenting adverse opinion and disagreeing to every question in every statement of service quality variables indicators. It proves that there are customers found that *customer service* at GraPARI Telkomsel TSM Bandung has not been ready to handle various customers complaint. It is relating to *knowledge* about how to handle customers that has no attention to the staff.

The influence of Service Quality and Customers Value on Customers Satisfaction.

The result of partial test informing that service quality influences on customers satisfaction. The result of this research is in accordance with the previous research proving that service quality has positive and significant influences on customers satisfaction (Fauziah & Wulandari, 2018) if service quality is improved, the customers satisfaction will increase. In line with previous research informing that service quality has positive and significant influence on customers satisfaction. By improving the quality in service and keeping reputation of company could present impact on good customers satisfaction (Angelina & Rastini, 2019).

The result of partial test as well, informing that customers value has influence on customers satisfaction. It is in line with previous research (Wibowo, 2013) informing that by counting heavily on customers value, it is hoped to be able to increase customers satisfaction finally. It is in line with the research (Vido Iskandar, 2013) informing that by holding the training for the staff on how to inform clearly can increase customers value better and better and as the effect it would increase customers satisfaction.

Based on the path analysis carried out in structure I, it ascertainable that by applying hypothesis test method simultaneously, the result of the research; service quality variable and customers value present positive and significant influence on customers satisfaction. It is in line with previous research (Mardikawati & Farida, 2013) informing that by bailing out guarantee of quality and keeping the company reputation proportionally, it would create customers satisfaction. It is in line with the research (Ikasari et al., 2013) informing that the

better and better service quality and customers value on customers point of view, the variables can increase customers satisfaction intensity for the company.

The data analysis carried out is path analysis in similarity of structure I to get to know the effect service quality and customers value to customers satisfaction. It is ascertainable that service quality and customers value have significant effect on customers satisfaction simultaneously. It is the same as partial that service quality has significant effect on customers satisfaction, and customers value has significant effect on customers satisfaction.

The Influence of Service Quality and Customers Value on Customers Loyalty.

The result of partial test informed that service quality has effect for customers loyalty. The result of this research is in line with the previous research informing that service quality has positive and significant effect for customers loyalty. (Hermanto et al., 2019) informing that customer would get satisfied with proportional service and product, it is in accordance to the price they expend. The research is also in line to previous research informing that service quality has significant and positive effect for customers loyalty. To get customers satisfaction, the proportional service quality is consistently necessary (Haryono & Octavia, 2020).

In partial test result informs that customers value has effect for customers loyalty. It is in line to previous research (Ayu & Sulistyawati, 2018) stating that marketing consistently in the right words and implementation for every situation so the customers value would be beneficial that is to be inspiration and increase customers loyalty in the company. It is in line to the research (Sebayang & Situmorang, 2019) informing that high competition of the various mark should be able to create something different especially in customers value, by creating positive and more powerful customers value could increase loyalty to the company.

Based on the result of path analysis in structure II could be informed that through hypothesis test method carried out simultaneously displays that service quality variables and customers value have positive and significant effect for customers loyalty. It is in line to the previous research (Yulisetiari et al., 2019) stating that by increasing service quality including proportional customers value could boost the customers to be loyal. It is in line to the previous research (Repiannur et al., 2019) informing that powerful customers value and service quality influencing on loyalty in the company.

The data analysis carried out is path analysis in similarity of structure II to find service quality effect and customers value for customers loyalty. Recognized that service quality and customers value simultaneously have significant effect for customers loyalty. Also partially, service quality has significant for customers loyalty, and customers value has significant effect for customers loyalty.

The Influence of Customers Satisfaction on Customers loyalty

In the light of research result through path analysis in structure II can be recognized that customers satisfaction partially presents significant influence on customers loyalty. The result of research about the influence of customers satisfaction is in accordance with the research carried out by (Pratama, 2015) stating that customers satisfaction presents

significant influence on customers loyalty, and (Akbar, 2019) stating that customers satisfaction presents significant influence on customers loyalty.

The research novelty Lays on research variables, there is no previous researcher carrying out research about marketing strategy through customers value GraPARI customers service center of Telkomsel, especially at GraPARI Telkomsel TSM Bandung.

4. Conclusion

After this research carried out on customers of GraPARI Telkomsel TSM Bandung, the result appears that there is influence between service quality and customers value on customers satisfaction and it has impact for customers loyalty. It means that by improving service quality and customers value could meet the customers satisfaction, if customers satisfaction could be satiable and improving, naturally presented the impact to boost customers loyalty.

Researcher suggests that company should present service quality and promotion in accordance with advertising for the most customers that get disappointing experience, and the company should present quality guarantee improvement or the product for the customers through *customer service*. In addition, researcher suggests the next researcher to carry out research by finding or adding new variable such as price perception, product quality, trust and promotion strategy to present that there is new variable that can influence customers satisfaction variable and the impact on customers loyalty.

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