

## **The effect of customer service quality on customer engagement to use Indosat Ooredoo products: a case of Indosat Ooredoo Store Wahidin Cirebon\***

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### **ABSTRACT**

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**Purpose** — *To examine the influence of customer service quality on customer engagement to use Indosat Ooredoo products.*

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**Research method** — *This research employs a quantitative approach with simple linear regression analysis techniques. Primary data was obtained through distributing questionnaires. Samples in this study were 100 respondents from Indosat Ooredoo Store Wahidin Cirebon.*

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**Result** — *The findings indicated that customer service quality has a significant effect on customer decisions.  $R^2$  is called as the determinant coefficient which in this case is 51.2%. It can be interpreted that the influence of customer service quality reached 51.2% of on customer engagement at Indosat Ooredoo, while the remaining 48.8% is influenced by other factors.*

**Keywords:** *customer engagement, customer service quality, indosat ooredoo*

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## **BACKGROUND**

Telecommunications industry is important to everyone at this moment. PT. Indosat, one of Indonesia's telecommunications service providers offers a variety of products and services to users, particularly in the commercial sector. The rapid advancement of technology and communication has resulted in an increased demand for efficient communication to deliver a variety of information.

Several issues with the quality of service provided by customer service while responding to customer complaints. While there are still numerous shortcomings with the services provided by customer service, they must be able to bind or engage customers with these attachments (Syahputra & Murwatiningsih, 2019). The Marketing Science Institute defines customer engagement as a manifestation of customer behavior towards brands (companies) outside of purchasing activities resulting from individual customer motivations such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews and other activities that kind. Chen et al., (2021) defines customer engagement as a marketing activity that is oriented towards customer behavior and psychology. This is reflected in the interaction of a customer with other customers or companies in a forum to obtain information or anticipate the risks that will be accepted if he used the product (Brodie, 2011).

Customer engagement refers to the communication between producers and consumers that occurs as a result of an interaction, reaction, consequence, or experience felt by the customer as a whole in regard to the product or service they get.

## **LITERATURE REVIEW**

### **Customer service quality**

Many studies have attempted in the last three decades to find global dimensions or standards of service quality that are considered important by customers (Parasuraman et al., 1985; Ramya et al., 2019), until recently works considered most widely used in research. As a consequence of this trend, along with the increasingly competitive environment in most service industries, many organizations regarded the service quality they provide as an important factor in achieving a differential advantage over their competitors (Lewis & Mitchell, 1990).

Service quality is customer assessment of the service provision process, thus evaluating service quality means evaluating the service production process (Cronin Jr & Taylor, 1992). Service quality can be known by comparing consumers' perceptions of the services they actually receive or get with the services they actually want on the service attributes of a company (Tuncer et al., 2021). It can be concluded that customer service fosters good relations with customers according to the guidelines or provisions applicable in the company

and it can also be concluded that service is an intangible activity that can be felt with the aim of meeting customer needs and desires that lead to satisfaction based on comparison between their perceptions and expectations and does not result in any ownership.

Six dimensions of service quality as perceived by internal customers of the purchasing department namely customer intimacy, team-based continuous improvement, communication, reliability or competence, demand process, and tangibles (Jun & Cai, 2010). Therefore, from the results of the discussion above, the authors make the following hypothesis:

H1: customer service quality has a significant positive effect on customer engagement

## RESEARCH METHOD

The research method used by the author in this study was a descriptive research method with a quantitative approach. Population taken by the author is from consumers of Indosat Ooredoo Store Wahidin Cirebon for the period of January 2020 - September 2020 as many as 5,273 consumers who visited the Indosat Ooredoo store. To determine sample size of the study, Slovin included an element of inaccuracy due to sampling errors that could still be tolerated (Suliyanto, 2018). The formula used is as follows:

$$n = \frac{N}{1 + (N \cdot e^2)}$$

### Information

N : Sample size  
N : Population size  
e : critical value (percentage of allowance for inaccuracy due to population sampling error) ( $e = 0,1$ )<sup>2</sup>

$$n = \frac{5.273}{1 + (5.273 \times (0,1)^2)} = 98,139 = 100$$

Based on calculations above, samples used in this study were 100 respondents. Data was obtained by distributing a likert scale questionnaire which is a list of questions to be filled out by respondents (Hair et al., 2014). Data will be analysed by conducting validity and reliability tests, classical assumption tests and linear regression tests, and hypothesis testing.

## RESULT AND DISCUSSION

Service quality and customer engagement reliability test was carried out using the Cronbach's Alpha statistical test ( $\alpha$ ). The values were 0.794 and 0.793

respectively which are greater than 0.600. It means that all variables in this study were reliable.

This study uses the Kolmogorov-Smirnov (K-S) non-parametric statistical test for normality test. Unstandardized Residual is 0.336, greater than significant value of 0.04. It means that the research data is normally distributed.

The following is the equation model for regression analysis in this study:

$$y = a + bx$$
$$y = 0.971 + 0.411x$$

- a. The constant value of the regression coefficient is 0.971. It can be interpreted that if there is no increase in the value of customer service quality, customer engagement will be 0.971.
- b. The regression coefficient value of customer service quality is 0.411, indicating that when there is an increase in customer service quality by 1 unit, customer engagement will also increase by 0.411 units (assuming the other variables remain constant).
- c. The regression coefficient value of customer service quality is positive, meaning that there is a positive relationship between customer service quality and customer engagement.

### **Coefficient of determination ( $R^2$ )**

**Table 1.** Determination test

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.512	.507	3.19835

a. Predictors: (Constant), customer service quality (X)

b. Dependent variable: customer engagement (y)

source: processed data (2021)

The  $R^2$  value in Table 1 is 0.512.  $R^2$  is referred to as the determinant coefficient, and it is 51.2 percent in this example. This statistic indicates that customer service quality has a 51.2 percent influence on customer engagement at Indosat Ooredoo, while the rest is driven by other factors.

### Hypothesis test

This test compares the t-table and t-count to determine the independent variable's partial effect on the dependent variable. Each t-count value is then compared to a t-table at a 0.05 error level.

**Table 2.** Hypothesis test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.971	2.101		.462	.645
	Customer service quality	.411	.040	.716	10.148	.000

a. Dependent Variable: customer engagement (y)

source: processed data (2021)

The hypothesis for this test is formulated as follows:

H0: There is no influence of customer service quality on customer engagement to use Indosat Ooredoo products

H1: There is an influence of customer service quality on customer engagement to use Indosat Ooredoo products

If t-table = 0.05 and (df)  $n-2$  or  $100 - 2 = 98$ , then t-table = 1.661

The findings indicated that customer service quality has a positive effect on customer engagement. This is showed p-value is 0.000, less than 0.05 and the value of t-count > t-table is  $10.148 > 1.661$ . This means that H0 is rejected and H1 is accepted, indicating that customer service quality has an effect on consumer engagement with Indosat Ooredoo goods. This is consistent with research conducted by [Prentice et al. \(2019\)](#) indicating that the effect of service quality on customer engagement is significant.

### CONCLUSION

Customer service quality has a significant effect on customer engagement to use Indosat Ooredoo products. It influenced 51.2 percent of customer engagement when it comes to using Indosat Ooredoo products, while the remaining 48.8 percent is influenced by aspects not analyzed by the author. Limitation in this study is tiny sample size used which is focused exclusively on Indosat customers. It is advised that future study expand the sample size and incorporate characteristics that affect consumer engagement.

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