

Study of The Factors That Influence Brand Loyalty Simpati Cards PT. Telkomsel Tbk

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ABSTRACT

Customer loyalty is critical for success in today's saturated mobile telecommunications industry. However, maintaining allegiance remains challenging given technology advancements and intensifying competition. This study examines the determinants of loyalty towards Simpati, the prepaid brand of Indonesia's largest operator Telkomsel. A qualitative case study methodology was employed, comprising an extensive literature review on customer experience, satisfaction, trust, switching costs and their influence on brand loyalty in the mobile sector. Particular focus was placed on publications related to Telkomsel and its prepaid offerings. Customer data from secondary sources was also analyzed to identify patterns relating to the research objectives. The findings indicate that service quality is a key antecedent of customer experience and satisfaction. Superior fulfillment of expectations cultivates a positive brand image and drives attachment. Meanwhile, affective factors like emotional engagement and trust act as mediators reinforcing loyalty intentions over the long-term. Competitive pricing and targeted promotional campaigns also enhance perceived value. Additionally, high perceived switching costs curb defection propensity due to customers' sunk investments in the relationship.

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1. INTRODUCTION

Service quality is an important factor that affects customer experience and their loyalty to a brand. A positive customer experience can be formed if the company is able to provide high-quality services according to customer expectations (Suntoro & Silintowe, 2020; Bahrudin & Zuhro, 2016). In today's digital era, obtaining loyal customers is a challenge for a company given the diverse brand choices (Pradipta et al.,

2016). PT Telkomsel Tbk must always strive to understand customers and provide the best experience to maintain their loyalty.

One example of an industry that is strongly influenced by service quality and customer experience is the mobile telecommunications sector. Intense competition forces mobile operators to continuously improve their service performance. However, it is also necessary to know the expectations and preferences of

customers in various segments to design relevant services (Sartika & Rachmat, 2023).

This research is to see the factors that influence brand loyalty simpati cards PT Telkomsel Tbk. By knowing the the factors that influence brand loyalty, it is hoped that Telkomsel can take strategic steps to improve its service performance so that it can maintain customer loyalty in the future.

2. METHODS

The research method used in this research is a case analysis approach. (Hadi, 2018) This approach was chosen because it makes it possible to conduct an in-depth study of the relationship between customer experience and brand loyalty in the cellular service sector, specifically on PT Telkomsel Tbk's Simpati Card. It is hoped that with the case analysis approach, researchers will obtain answers about the factors that influence the relationship between the two concepts in a specific context. And the data used in this analysis comes from scientific literature and related research that has been done before. Through a comprehensive literature review, the researcher was able to gather the latest information and findings on customer experience and brand loyalty in the mobile service industry. These data were then critically analyzed to identify patterns, trends and important findings relating to the research topic. (Sudirjo, Frans & Purwati, Titik & Widyastuti, & Budiman, Yusuf & Manuhutu, Meldi, 2023). With this approach, researchers gain an understanding of the dynamics of the relationship between customer experience and brand loyalty, and its implications in the context of mobile services.

3. RESULTS AND DISCUSSION

The following are some explanatory materials from previous research that have been published as information guides chosen by researchers, with a review of some literature from previous researchers finding similar results which aim to help researchers so that they can compile and provide

validation and originality of the research conducted.

1. Service Quality

Azis's research (2019) shows that Telkomsel's service quality in Ampapa City positively affects brand image and customer satisfaction. This is consistent with the findings of Bakar and Mudiantono (2010) that service quality affects simPATI Telkomsel customer retention in Semarang, then similar findings were also shown by Prahastuti and Ferdinand (2011) that Indosat service quality has a positive effect on brand loyalty. Khairinnisa's research (2018) also revealed a positive effect of service quality on Simpati Telkomsel brand loyalty in Malang and research by Muhammad and Wardhana (2021) and Safitri and Suhartini (2022) further revealed a positive and significant effect of service quality on Simpati Telkomsel customer satisfaction and loyalty. This finding is consistent with the research of Abdullah et al (2021) where the better the quality of Telkomsel service, the higher the customer satisfaction and loyalty in Malang.

2. Customer Satisfaction

Prahastuti and Ferdinand (2011) showed a positive effect of customer satisfaction on Indosat brand loyalty. Similar findings were found by Bakar and Mudiantono (2010) that satisfaction affects simPATI customer retention, then Azis's research (2019) also revealed a positive trend in Telkomsel customer satisfaction towards brand loyalty. Meanwhile, Khairinnisa's research (2018) reveals the effect of satisfaction on Telkomsel's Simpati brand loyalty.

3. Ties between Brand Experience and Brand Loyalty

Research by Hasanah (2022) and Reska Agnesia (2022) confirmed the attachment between brand experience and brand image to customer brand loyalty through brand trust. Similar findings were revealed by Bapat and Thanigan (2016) where

brand experience affects brand evaluation and loyalty.

4. Switching Cost

Astini's research (2008) found that satisfaction does not directly affect loyalty, but is influenced by the perception of switching costs, where satisfaction, trust, and switching costs affect loyalty together.

5. Effect of Price and Promotion

Anwar and Kusuma's research (2021) reveals the effect of price and promotion in addition to service quality on Telkomsel customer satisfaction and loyalty.

By understanding the factors that influence customer experience and brand loyalty in the context of mobile services such as Simpati Card, PT Telkomsel Tbk must make new breakthroughs in improving the quality of their services in winning consumer competition and an increasingly competitive market. Some important implications that can be extrapolated from this research are:

1. Service quality has a positive effect on brand image, satisfaction, and customer loyalty.
2. Customer satisfaction affects brand loyalty.
3. Brand experience is closely related to brand evaluation and loyalty.
4. Switching costs play a role in influencing customer loyalty.
5. Price and promotion factors also affect satisfaction and loyalty.

From the results obtained, it is concluded that service quality, customer satisfaction, brand experience, switching costs and price and promotion factors are very important in building brand loyalty.

4. CONCLUSION

Based on the analysis conducted, it can be concluded that customer experience has a very important role in shaping brand loyalty, especially in the context of the mobile services sector. The authors therefore argue that the key to customer loyalty is to provide quality service and strengthen positive interactions with the brand.

Some important implications that can be extrapolated from this research are the need for PT Telkomsel Tbk to improve service quality, innovate in services and technology, strengthen marketing relationships, and continue to optimize its strategy to focus on customer experience. By considering these things, PT Telkomsel Tbk can maintain customer loyalty to the Simpati Card brand in the future, especially by continuing to adapt to the increasingly complex dynamics of cellular service market competition.

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