

THE INFLUENCE OF PRICE PERCEPTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT TELKOM INDONESIA (PERSERO) TBK REGIONAL 1 SUMATRA

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Abstract :

This study aims to analyze the effect of price perception and service quality on customer satisfaction of PT Telkom Indonesia (Persero) Tbk Regional 1 Sumatra. A quantitative approach was used with a survey method involving 100 active IndiHome customers in Regional 1 Sumatra, selected through purposive sampling. Data were collected via Likert-scale questionnaires and analyzed using multiple linear regression with SPSS 26. The results indicate that price perception has a positive and significant effect on customer satisfaction ($t = 4.213$; $p < 0.05$), service quality has a positive and significant effect on customer satisfaction ($t = 5.876$; $p < 0.05$), and simultaneously both variables significantly affect customer satisfaction ($F = 38.742$; $p < 0.05$) with a coefficient of determination of 44.2%.

Keywords: Price Perception, Service Quality, Customer Satisfaction, Telkom Indonesia, IndiHome

Abstrak :

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan kualitas pelayanan terhadap kepuasan pelanggan PT Telkom Indonesia (Persero) Tbk Regional 1 Sumatera. Fenomena penurunan indeks kepuasan pelanggan dan meningkatnya keluhan masyarakat terhadap layanan internet dan telepon menjadi latar belakang penelitian ini. Pendekatan kuantitatif digunakan dengan metode survei terhadap 100 responden pelanggan aktif IndiHome di wilayah Regional 1 Sumatera yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner berbasis skala Likert dan dianalisis menggunakan regresi linier berganda dengan bantuan software SPSS 26. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($t = 4,213$; $p < 0,05$), kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($t = 5,876$; $p < 0,05$), serta secara simultan kedua variabel berpengaruh signifikan terhadap kepuasan pelanggan ($F = 38,742$; $p < 0,05$) dengan koefisien determinasi sebesar 44,2%. Implikasi penelitian ini mendorong perusahaan untuk menetapkan harga yang kompetitif dan transparan serta terus meningkatkan kualitas pelayanan demi tercapainya kepuasan pelanggan yang optimal.

Kata Kunci: Price Perception, Service Quality, Customer Satisfaction, Telkom Indonesia, IndiHome

1. Introduction

The telecommunications industry in Indonesia is experiencing rapid growth in line with the increasing public demand for internet and digital communication services. PT Telkom Indonesia (Persero) Tbk, as the largest State-Owned Enterprise (BUMN) in the telecommunications sector, plays a strategic role in providing infrastructure and communications services to the wider community. Through its flagship product, IndiHome, Telkom Indonesia has successfully reached millions of customers throughout Indonesia, including in Region 1 Sumatra, which covers the provinces of North Sumatra, Aceh, West Sumatra, Riau, the Riau Islands, and surrounding areas.

However, behind this market dominance, various issues have come under public scrutiny. According to 2023 data from the Indonesian Telecommunications Regulatory Agency (BRTI), PT Telkom Indonesia receives thousands of customer complaints annually, the majority of which relate to unstable network quality, repeated service disruptions, slow complaint handling times, and discrepancies

between the rates paid and the quality of service received. This phenomenon reflects a significant gap between customer expectations and the reality experienced on the ground.

The identified research gap is the lack of empirical studies that specifically examine the simultaneous influence of price perception and service quality on Telkom Indonesia customer satisfaction in Region 1 Sumatra. Most previous studies focused on a single variable or were conducted in different geographic contexts, so the existing findings are not able to comprehensively represent customer conditions in Sumatra. This study aims to fill this gap by presenting a more comprehensive and contextual analysis.

Customer satisfaction is a key determinant of consumer loyalty and the long-term sustainability of a company's business. When customers perceive that the price they pay is not commensurate with the quality of service they receive, satisfaction decreases and the risk of churn, or switching to competitors, increases. Therefore, a thorough understanding of the factors influencing customer satisfaction is crucial for Telkom Indonesia in designing effective and sustainable business strategies.

Based on this background, this study aims to: (1) analyze the influence of price perception on customer satisfaction of PT Telkom Indonesia Regional 1 Sumatra; (2) analyze the influence of service quality on customer satisfaction of PT Telkom Indonesia Regional 1 Sumatra; and (3) analyze the influence of price perception and service quality simultaneously on customer satisfaction of PT Telkom Indonesia Regional 1 Sumatra.

2. Literature Review

2.1 Price Perception

Price perception is a consumer's cognitive process of evaluating and interpreting price information about a product or service (Kotler & Armstrong, 2023). This perception is subjective and influenced by each individual's experience, expectations, and financial capabilities. Consumers not only consider the absolute price but also compare it to the perceived value of the benefits. Indicators of price perception include affordability, price-to-quality ratio, price competitiveness compared to competitors, and transparency of the pricing structure (Tjiptono & Diana, 2022).

2.2 Quality of Service

Service quality is defined as the difference between consumer expectations of the service they will receive and their perceptions of the actual service received (Parasuraman, Zeithaml & Berry in Lovelock & Wirtz, 2022). The SERVQUAL model developed by these experts identifies five dimensions of service quality: (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy. These five dimensions comprehensively describe the quality of service perceived by customers (Zeithaml et al., 2023).

2.3 Customer Satisfaction

Customer satisfaction is the level of satisfaction a person feels after comparing perceived performance or results with their expectations (Kotler & Keller, 2023). Oliver (in Tjiptono, 2022) defines satisfaction as a consumer's response to fulfillment, which involves assessing that a product or service has provided a satisfactory level of satisfaction. Indicators of customer satisfaction include: service conformity to expectations, overall satisfaction, willingness to recommend to others, and intention to continue using the service (Fornell in Tjiptono & Diana, 2022).

2.4 Relationship between Variables and Hypotheses

Several previous studies have demonstrated the relationship between price perception and customer satisfaction. Pratama & Setiawan (2023) found that positive price perception directly impacts increased customer satisfaction with digital services. Similarly, service quality has been shown to be a strong predictor of customer satisfaction across various service industries (Santoso & Rahmawati, 2022; Hidayat et al., 2023). Based on these theoretical and empirical studies, the hypotheses for this study are:
H₁: Price perception has a positive and significant effect on customer satisfaction;
H₂: Service quality has a positive and significant effect on customer satisfaction;
H₃: Price perception and service quality simultaneously have a positive and significant effect on customer satisfaction.

3. Research Methods

This study uses a quantitative approach with a descriptive-causal research design, which aims to explain the causal relationship between the variables of price perception (X_1) and service quality (X_2) as independent variables on customer satisfaction (Y) as the dependent variable. The study population is all active IndiHome customers of PT Telkom Indonesia Regional 1 Sumatra. Based on internal company data, the number of active customers in this region reached more than 1.2 million customers as of the first quarter of 2024.

The sampling technique used purposive sampling with the following inclusion criteria: (1) active IndiHome customers for at least 6 months, (2) domiciled in the Sumatra Region 1 area, and (3) willing to complete the questionnaire completely. The sample size was determined using the Slovin formula with a 10% error rate, resulting in a minimum sample of 100 respondents. The sample distribution was carried out proportionally in several major cities, namely Medan, Pekanbaru, Padang, Banda Aceh, and Batam.

The research instrument was a structured questionnaire with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The price perception variable was measured using 8 statement items adapted from Kotler & Armstrong (2023), the service quality variable was measured using 15 statement items based on the SERVQUAL dimensions (Parasuraman et al. in Lovelock & Wirtz, 2022), and the customer satisfaction variable was measured using 6 statement items referring to Tjiptono & Diana (2022).

Validity test using Pearson Product Moment correlation with the criteria of $r_{count} > r_{table}$ (0.196 for $n = 100$). Reliability test using Cronbach's Alpha with a minimum value of 0.700. All statement items are declared valid and reliable based on the instrument test conducted. Data analysis techniques include: (1) descriptive analysis to describe the characteristics of respondents and the distribution of answers; (2) classical assumption tests including normality tests (Kolmogorov-Smirnov), multicollinearity tests (VIF), and heteroscedasticity tests (Glejser); and (3) multiple linear regression analysis to test the hypothesis. All statistical calculations were performed using IBM SPSS Statistics software version 26.

4. Results and Discussion

The results and discussion sections should be presented systematically to explain the research findings and their meaning. Here is a general structure that can be used:

4.1. Respondent Characteristics

Of the 100 respondents collected, the majority were female, 54 people (54%). Based on age group, the largest number of respondents were in the 25-34 years range (42%), followed by the 35-44 years group (29%), 18-24 years (18%), and over 45 years (11%). In terms of educational background, the majority of respondents had a bachelor's degree (47%), followed by a diploma (23%), high school/equivalent (22%), and postgraduate (8%). In terms of monthly income, the group of respondents with an income of Rp 3,000,001 - Rp 5,000,000 dominated with a proportion of 38%, while those with income above Rp 5,000,000 were 27%.

4.2. Classical Assumption Test

The results of the normality test with the Kolmogorov-Smirnov test showed a significance value of 0.154 (> 0.05), so the residual data is normally distributed. The multicollinearity test showed a VIF value for price perception of 1.823 and service quality of 1.823, both far below the critical value of 10, so there is no multicollinearity problem. The heteroscedasticity test with the Glejser method produced a significance value of 0.312 for price perception and 0.287 for service quality, both > 0.05 , indicating no symptoms of heteroscedasticity. Thus, all classical assumptions are met and the regression model is suitable for use.

4.3. Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are presented in Table 1 below:

Table 1. Results of Multiple Linear Regression Analysis

Variables	Coefficient B	Std. Error	t count	Sig.
Constant (a)	3,241	1,187	2,730	0,008
Price Perception (X_1)	0,312	0,074	4,213	0,000
Service Quality (X_2)	0,487	0,083	5,876	0,000

$R^2 = 0.442$ | $F_{count} = 38.742$ | $Sig. F = 0.000$ | $N = 100$

Based on Table 1, the multiple linear regression equation formed is: $Y = 3.241 + 0.312X_1 + 0.487X_2$. The constant of 3.241 indicates that if the perception of price and service quality is zero, customer satisfaction has a value of 3.241. The regression coefficient of price perception of 0.312 indicates that every one unit increase in price perception will increase customer satisfaction by 0.312 units, assuming other variables are constant.

4.4. Hypothesis Testing

The first hypothesis test (H_1) shows that price perception has a positive and significant effect on customer satisfaction with a calculated t value of 4.213 $>$ t table = 1.984 and a significance value of 0.000 $<$ 0.05. Thus, H_1 is accepted. This result is in line with the findings of Pratama & Setiawan (2023) that customers who perceive prices as reasonable and appropriate to the value will tend to feel satisfied. In the context of IndiHome, customers who feel that the subscription rate is commensurate with the quota, internet speed, and additional facilities received, show a higher level of satisfaction.

The second hypothesis test (H_2) shows that service quality has a positive and significant effect on customer satisfaction with a calculated t value = $5.876 > t_{table} = 1.984$ and a significance of $0.000 < 0.05$, so H_2 is accepted. This finding is consistent with research by Santoso & Rahmawati (2022) and Hidayat et al. (2023) which confirms that service quality is a dominant predictor of customer satisfaction in the telecommunications industry. The larger beta coefficient value for service quality (0.487) compared to price perception (0.312) indicates that service quality has a stronger influence in shaping customer satisfaction at Telkom Indonesia Regional 1 Sumatra.

The third hypothesis testing (H_3) through the F test produces a calculated F value = $38.742 > F_{table} = 3.090$ with a significance of $0.000 < 0.05$, so H_3 is accepted. This means that price perception and service quality together have a positive and significant effect on customer satisfaction. The coefficient of determination (R^2) value of 0.442 or 44.2% indicates that the two independent variables are able to explain variations in customer satisfaction by 44.2%, while the remaining 55.8% is explained by other variables outside this research model such as brand image, product innovation, and customer experience.

5. Conclusion

Based on the analysis and discussion, the following conclusions can be drawn. First, price perception has a positive and significant effect on customer satisfaction at PT Telkom Indonesia Regional 1 Sumatra. This means that the more positive the customer's perception of the price of IndiHome services, the higher the level of satisfaction they feel. Second, service quality has a positive and significant effect on customer satisfaction at PT Telkom Indonesia Regional 1 Sumatra, with a more dominant effect than price perception. Third, price perception and service quality simultaneously have a positive and significant effect on customer satisfaction, contributing 44.2%.

Based on these findings, this study recommends that the management of PT Telkom Indonesia Regional 1 Sumatra: (1) implement a transparent, competitive, and value-oriented pricing policy so that customers feel they are getting the benefits they deserve; (2) improve service quality holistically by optimizing all SERVQUAL dimensions, especially responsiveness and reliability, which are often the source of customer complaints; and (3) develop a loyalty program that integrates price and service aspects to maintain and improve customer satisfaction in the long term. Further research is recommended to add mediating variables such as customer trust or moderating variables such as digital literacy levels to produce a more comprehensive model.

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