

EVALUATING CUSTOMER QUALITY, SATISFACTION, AND LOYALTY IN B2B RELATIONS: INSIGHTS FROM PT TELKOM WITEL YOGYAKARTA

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ABSTRACT

The main objective of this research is to examine how service quality and brand awareness affect customer satisfaction and loyalty in the business-to-business (B2B) technology services industry. Data was collected through interviews with four respondents with different backgrounds in Yogyakarta and analyzed using the content analysis method. This study shows that service quality has a positive impact on customer satisfaction, customer satisfaction has a positive impact on customer loyalty, and brand awareness has a positive impact on the relationship between service quality and customer satisfaction. The findings will help company managers in the B2B technology services industry to use these insights to improve customer satisfaction through service quality improvement actions.

Keywords: *Business-to-business (B2B), SERVQUAL, Quality Service, Customer Satisfaction, Brand Awareness, Customer Loyalty.*

INTRODUCTION

The development of technology has become vital in everyday life. Rosyad and Harsono (2021) found that with the development of increasingly advanced technology and the shifting needs of individuals who prioritize convenience and practicality in their activities, the presence of the Internet helps to achieve the desired goals. Balinado et al. (2021) showed that tangibility is an intangible element, for example, a physical element that customers, such as service quality and staff professionalism, can feel. Therefore, the tangibility dimension actively contributes to the ability to solve consumer needs on time. At this time, technology can make every process or activity in an organization or company more effective and efficient. Blichfeldt and Faullant (2021) found that a process industry company with a higher level of product and service innovation has

implemented more digital technologies, and they utilize the potential of these technologies at a higher level. Man et al. (2019) showed that reliability is the ability to consistently, accurately, and reliably provide a promised service. With the help of technology, every aspect of organizational and corporate activities can be carried out more effectively. Technology enables every aspect of an organization or company's operations to be done more efficiently. For example, technology helps the HR recruitment process with a structured system, speeds up the collection and dissemination of information, and helps businesses make better decisions about products and markets. In addition, the digital platform provided by the Internet allows organizations and businesses to build and expand networks with their customers. The presence of the Internet is essential for business operations and development. According to Tien (2023),

responsiveness to customers is an effective way to answer questions and handle customer complaints appropriately. It is also a key to increasing customer satisfaction and loyalty. By using the internet, companies can reach and serve more customers worldwide. Companies and organizations using internet technology will change the way organizations work and interact with each other. Technology will also open up new opportunities for long-term growth and sustainability.

PT Telkom Indonesia offers a variety of products and services for B2B. B2B service products provided by Telkom have several significant advantages for organizations and companies in improving efficiency in their various business operational activities. One of the main advantages received by every B2B customer is the availability of a connectivity network with a 1:1 speed ratio that guarantees speed and reliability in data transmission. In addition, Telkom provides fast connectivity without FUP limits and customer service that is available 24/7. The products offered by Telkom are specifically designed to meet the needs of more complex businesses. The products offered by Telkom are Dynamic 1P 100 Mbps Package, Complete 1P 100 Mbps Package, and Dynamic 1P 300 Mbps Package. With this variety of products, Telkom supports a reliable information and communication technology infrastructure and enables organizations and companies to optimize their performance in the face of increasingly competitive and dynamic market demands (Indihome, 2024).

Kanyama et al. (2022) showed that empathy includes giving personal attention to customers. This involves the ability of employees to understand customer problems, act in customers'

interests, and maintain relationships with customers so that they feel comfortable. Maintaining good service and relationships with B2B and B2C customers is crucial to a company's success. Although each company has different target markets and ways of interacting with them, maintaining good relationships remains relevant in both situations. According to Timo-Huhtala (2023), the goal of every successful business is to maintain a high level of customer satisfaction by providing value-added transactions for their customers through positive customer service interactions. Oakley et al. (2021) showed that the target of the B2B sales strategy is professional buyers, so there is little information on their perceptions of the strategy of building relationships between sellers and customers. Gil-Saura et al. (2020) showed that contributions in B2B environments are relatively fewer in number and much more limited in content. Jacksen et al. (2021) showed that assurance is the company's ability to foster employee trust and a sense of security in consumers through professional employees. The behavior will increase consumer confidence in the company and create a sense of security for every consumer.

Companies tend to interact with customers representing an organization or company in business-to-business relationships. These assignments are often more complex because they involve specific requirements, such as clear contractual agreements and consistent and reliable service expectations. Dotzel and Shankar (2017) found that B2B businesses often work with their customers to create new services that benefit the company. Maintaining a good relationship with B2B customers will involve many things, such as ongoing customer satisfaction, fulfillment of commitments

to product or service schedules and quality, and the ability to adjust to changing needs or emerging challenges. Rose et al. (2021) showed that building an environment that facilitates community and promotes a wide range of information, support, and collaboration is essential to maintaining effective customer relationships. Maintaining good business-to-business (B2B) relationships can mean maintaining long-term agreements and strategic cooperation that benefit both parties.

Asipi and Duraković (2020) found that the business-to-consumer (B2C) model is the sale of goods and services to consumers. There are differences in establishing relationships with B2C customers, such as more direct interaction with end consumers with different personal preferences and expectations. Urdea and Constantin (2021) found that B2C e-commerce websites primarily store helpful information for customers when they purchase goods. The two main characteristics of B2C e-commerce websites are information content and design. Business-to-consumer (B2C) transactions are the most popular type of e-commerce, where electronic customers can purchase different types of goods or services. To maintain customer satisfaction and loyalty, maintaining good relationships with business-to-consumer (B2C) customers requires several important things, such as responsiveness to customer needs, responsive and solution-oriented customer service, and consistency in product and service quality. Sukendia and Harianto (2021) found that the success of B2C e-commerce is determined by how much customers show loyalty to electronic service providers. Interactions between individuals influence the consumer

experience during and after a purchase. Regarding customer loyalty, the most important thing is to know the loyal customers; they will then repurchase the goods or services and recommend them to others.

Every business should build strong relationships with business-to-consumer (B2C) customers. This can increase customer loyalty, reduce churn rates, and open up opportunities to get positive recommendations and attract new customers to their business. Mingione and Leoni (2020) found that in B2C, there is a brand value creation process that occurs through interaction activities carried out by companies and their consumers, which will have an impact on increasing the perceived value when using the brand and can make the brand unique so that it will be different from other brands. In addition, a solid and communicative relationship with consumers allows companies to better understand consumers' specific needs.

Gesmundo et al. (2022) showed that brand recall is a way for consumers to recognize brands in specific categories or the ability of consumers to remember brands when product categories are mentioned. This depends on the information stored in their memory. In this aspect, it will be influential in business-to-business (B2B) and business-to-consumer (B2C) to generate consumer loyalty, get positive recommendations, and drive sustainable business growth through close and profitable relationships with each other. When the company can provide excellent service, the needs and expectations of each consumer can be appropriately met. Consumers will feel satisfied with the services received, feel more valued, and tend to build long-term relationships with the company. CHUN et al. (2020) showed that brand recognition functions as a brand image

relationship and increases the value of brand quality, which will positively impact each consumer's purchase. This will be one of the keys to creating a positive customer experience in repurchasing products a company provides and will strengthen consumer confidence.

Abdolvand and Norouzi (2012) found that the quality of customer relationships has a positive and significant effect. This means that companies must strengthen relationships of trust, satisfaction, and commitment with customers by meeting time targets. Every company needs to maintain a clear and transparent relationship with customers. By understanding customer needs thoroughly, businesses can anticipate market demands and provide more customized solutions for each customer. Surahman et al. (2020) showed that customer satisfaction reflects a person's feelings when using a service or after comparing the product performance they receive with their expectations. Meeting customer satisfaction is one of the significant challenges for service companies and industries if they cannot understand customer needs. If customer satisfaction levels are high, it often results in positive referrals and recommendations from satisfied customers. This is especially important for a company in the highly competitive business-to-business sector as they can create opportunities and expand their customer network. Companies must maintain each customer's loyalty to reduce the high costs of running marketing and promotion.

Sudiyono et al. (2022) showed that customer experience significantly affects customer value, loyalty, and satisfaction, making customers loyal. Dandis and Wright (2020) found that attitudinal loyalty is an ongoing

relationship with brand preferences often driven by each customer's positive liking. Therefore, to increase customer purchase intentions, organizations must manage a good customer experience to increase customer value, satisfaction, and loyalty. By maintaining customer loyalty, businesses can reduce costs and allocate resources to develop high-quality products or services. Loyalty also contributes generously to a company because it will keep revenue stable in the long run. Loyal customers tend to make repeat purchases and can be a consistent source of income for the company. Maintaining quality service and good relationships with B2B customers is not just a strategy to meet the needs of each customer. Still, it is one of the long-term investments that are profitable for companies in building trust, loyalty, and business stability. Liang and Wang (2007) found that behavioral loyalty is positioned as a consequence of relationship investment. Behavioral loyalty as a relationship indicator is based on the frequency of consumer purchases and the amount spent at a retailer compared to the amount spent at other retailers where consumers buy. Loyal customers tend to make repeat purchases and can be a consistent source of revenue for a company. Maintaining quality service and good relationships with B2B consumers is not only a strategy to meet the needs of each customer, but it is one of the long-term profitable investments for companies in building trust, loyalty, and business stability.

The widespread spread of the internet today has driven progress in the operation of science and technology. Technological innovations are constantly occurring, along with internet access, which is increasingly accessible to various groups. Along with the increasing dependence on the Internet,

the demand for high-quality Internet services is expected to continue to increase globally. According to Hes (2020), the global environment in the B2B market continues to grow. One of the prerequisites for a successful business is to communicate effectively with business partners using cloud repositories and services that they can better utilize in this environment. The demand for better internet service quality is increasing as a result of the increase in the number of internet users and the increased need for fast and stable internet connections. This phenomenon opens up a great opportunity for internet service provider companies to improve the range and quality of their services to meet the growing market needs.

As a provider of internet services and products, PT Telkom is currently required to improve the quality of services the community needs, especially B2B customers. With the advancement of communication technology and science, competition in this industry is increasingly competitive, which requires Telkom to have superior service management capabilities to provide fast and precise information systems to B2B customers. Telkom has developed a specific strategy to reach all target markets more efficiently. This strategy includes establishing marketing divisions or segments comprising government, enterprise, and business service segments. With this strategy, Telkom strives to improve service quality and ensure that every customer gets services that suit their needs so that Telkom can increase customer satisfaction and loyalty (Telkom.co.id, 2024).

In this internship report, the author focuses on one of the segments in Telkom Witel Yogyakarta, namely the Enterprise Service segment. The Enterprise Service segment has a B2B

target market that includes macro businesses, micro-businesses, agencies, institutions, and education. However, the segment has a relatively small marketing territory. This means that the Enterprise Service segment cannot expand the market quickly due to the limited number of business entities that have not partnered with PT Telkom Witel Yogyakarta. Maintaining quality business-to-business (B2B) customer service is the key to winning and retaining customers to be more loyal in an increasingly competitive business world. Good service not only makes customers satisfied but will also build long-term relationships that benefit both parties. This challenge adds to the obstacles for the Enterprise Service segment in improving service quality to maintain every business entity that has partnered with the services provided by Telkom to remain loyal.

With the challenges faced by the segment, the author intends to survey the quality, satisfaction, and loyalty of B2B customers of PT Telkom Witel Yogyakarta. This research is expected to provide a deeper insight into how improving service quality can help retain existing customers, attract new customers, and improve the competitive position of sales in the market.

LITERATURE REVIEW

Business to Business (B2B)

Umar et al. (2016) found that Business-to-business (B2B) is a transaction conducted electronically or physically between one business entity and another. B2B sells products or services the business provides and uses by other businesses instead of customers. According to Chang (2014), Business-to-business deals with fewer customers using information systems/information technology (IS/IT) infrastructure and

relationship management. Umar et al. (2016) in Putri and Surianto (2022) found that B2B is the sale of products or services the business provides and is intended for other businesses, not customers. According to Puspawati (2018), B2B combines the most common ways of trading labor and products to create different labor and products. B2B is any association or organization that produces labor and products and then sells them to organizations or corporate customers. Retailers lease them for personal use or sell them to customers.

SERVQUAL

Ravichandran et al. (2010) found that SERVQUAL is a model based on the difference between consumer perceptions of the services they receive and their expectations. This model has been widely adopted to understand how consumers assess the quality of service provided by a company or organization. Parasuraman et al. (1988) demonstrated that SERVQUAL is a concise and reliable measurement tool with good validity, designed to help retailers understand service expectations and customer perceptions. This tool helps improve the quality of service provided. SERVQUAL is most effective when used periodically to monitor service quality trends and is particularly useful when combined with other methods of service quality measurement. This tool measures a company's quality across five service dimensions, tangibility, reliability, responsiveness, assurance, and empathy, by averaging the difference scores on the items that make up each. The SERVQUAL model compares customer's perceptions with their expectations to assess the quality of service provided.

Service Quality

Rusmahafi and Wulandari (2020) found that service quality is a product or service's overall characteristics and properties in satisfying needs. Ahmed et al. (2018) in Risnawati et al. (2019) showed that service quality refers to the ability to adjust the wishes or needs of the recipient (community) to the services provided by the service provider by the regulations determined by the five dimensions of tangibility, reliability, responsiveness, assurance, and empathy. Limna and Kraiwanit (2022) demonstrated that customer expectations are a basis for evaluating service quality. Quality is high when performance exceeds expectations and low when performance does not match expectations.

Customer Satisfaction

Hamzah and Shamsudin (2020) found that customer satisfaction shows how well the product usage experience compares to the buyer's value expectations. Meanwhile, according to several other experts, it is the opposite. Putri and Sarwoko (2022) found that the biggest challenge for service industry companies is providing and maintaining customer satisfaction. The position of customer satisfaction is to be at a level where the estimated product performance matches the buyer's expectations.

Brand Awareness

Bernarto et al. (2020) showed that brand awareness is an asset that can influence consumer perceptions, preferences, and even behavior. This will impact purchasing decisions for brands that will increase loyalty. Brand awareness is needed to develop brand equity, which refers to how consumers can identify a brand. Ramadhan et al. (2020) explained that brand awareness is the ability of consumers to recognize and

remember brands in several different situations. Brand awareness consists of two dimensions, namely brand recognition and brand recall.

Chun et al. (2020) showed that brand recognition is the first and most important attribute for consumer brands. Brand recognition is the ability of every potential customer to recall a brand in a particular product group (brand awareness) or to recall specific information stored in their memory. Brand recognition creates a product image, increases familiarity and liking for the product, fosters trust in the company and makes certain products a consideration when making purchases. Therefore, brand recognition can create trust in companies, products, and services, positively impacting purchasing behavior.

Customer Loyalty

Dam and Dam (2021) found that customer loyalty is defined as the strength of the relationship between the client's relative attitude and the repurchase trade. Customer loyalty is also described as a strong ongoing commitment to buy back or support products/services that customers are consistently interested in in the future, thus creating repeated purchases of the same product/brand. Kanyama et al. (2022) showed that customer loyalty is related to positive attitudes toward a brand (attitudinal loyalty) and repeat purchase behavior (behavioral loyalty) toward service providers. Kim et al. (2004) demonstrate the importance of customer loyalty, which is closely related to the survival of a business and the influence of future growth. According to Djeucga (2021), customer loyalty is seen when someone buys a specific product continuously. However, loyalty can take many forms. Some argue that customer loyalty occurs when

a customer only buys from a particular brand. According to Phyu (2019), customer loyalty can be defined as a solid and unwavering dedication to a specific product or brand, the extent to which customers plan to continue making regular product purchases despite competing choices and marketing incentives.

METHODS

The author used a qualitative method to obtain the necessary data to compile this research. Ardiansyah et al. (2023) showed that qualitative research is a research approach that intends to describe and interpret a social phenomenon comprehensively through the background, experience, and perspective of each individual involved in the phenomenon. While other experts say otherwise. According to Nassaji (2020), qualitative research is data collected through qualitative data collection tools such as interviews, observations, journals, etc. In qualitative research on qualitative methods, data is analyzed with a descriptive approach and does not rely on statistical methods. Hanyfah et al. (2022) demonstrated that descriptive qualitative research is used to interpret existing research, not to manipulate the data of the variables studied through direct interviews.

In this study, the unit of analysis used is B2B customers who use IndiHome services. This is because it is the topic of the proposal to be discussed and studied, namely a survey of the level of quality, satisfaction, and loyalty provided by PT Telkom Witel according to the perceptions of B2B customers.

The author uses primary data sources to examine the survey results on the quality, satisfaction, and loyalty of B2B customers at PT Telkom Witel Yogyakarta. Primary data sources are

obtained through interviews and observations with B2B customers using IndiHome services.

The authors used the conventional method to collect and analyze data in this study. Hitchings and Latham (2020) found that the conventional method in qualitative research refers to established practices and standards for conducting and describing research. Conventional methods can assist researchers in conducting interviews, collecting data, and presenting results to ensure research meets recognized standards and increases credibility, resulting in research that is methodological and useful to their field. In this study, the sampling conducted by the author was not a customer served by the author during the internship period because this research was conducted after the internship period ended. The author acts as an interviewer and involves B2B customers of IndiHome services. The interviewees have three different backgrounds: FNB, Fashion, and Company Consultant.

The author employed content analysis to identify the recurring themes in interview transcripts. This method allows the researcher to detect and categorize explicit and implicit topics

discussed, enhancing the understanding of participants' perspectives and experiences. As a result, content analysis is valuable for objectively and systematically interpreting qualitative data, leading to deeper insights into the research subject. According to Stemler (2001), content analysis is an effective tool for identifying authorship. Content analysis is also useful for examining patterns and trends within each document. Content analysis also provides an empirical basis for observing changes in public opinion. Meanwhile, according to Stemler (2015), Numerous data sources, such as textual data, visual stimuli (such as images or videos), and audio data, can be employed with content analysis. This method is also quite versatile because it can be applied theoretically or empirically.

RESULT

The respondents indicated that improved services, advanced technology, brand awareness, and customer satisfaction are opportunities in the industry. At the same time, responsiveness in customer service and product quality were highlighted by each interviewee as threats to the industry. Table 1 summarizes the content analysis based on the interviews.

Table 1. Content Analysis

Variable / Dimensions	Description	Answer of Respondent				Total	Total Average (%)
		R1	R2	R3	R4		

Service Quality							
Reliability	Can Indihome's customer commitment service be completed on time?	Y	N	Y	N	Y=50% N=50%	75%
	When you experience difficulties, will Indihome assist you?	Y	N	Y	Y	Y=75% N=25%	
	Does Indihome provide services that customers can trust?	Y	Y	Y	N	Y=75% N=25%	
	Is Indihome able to provide the services you need on time?	Y	N	Y	Y	Y=75% N=25%	
	Does Indihome keep customer service records?	Y	Y	Y	Y	Y=100%	
Responsiveness	If Indihome has a new service, will Indihome take the initiative to inform you?	Y	Y	Y	Y	Y=100%	87,5%
	Indihome will quickly provide you with service support.	Y	Y	Y	N	Y=75% N=25%	
	Will Indihome's service personnel assist you?	Y	Y	Y	Y	Y=100%	
	Are Indihome service personnel often too busy and unable to immediately serve your needs?	Y	Y	N	Y	Y=75% N=25%	
Assurance	When does Indihome provide services that will make you feel trust?	Y	N	Y	N	Y=50% N=50%	56,25%
	When Indihome provides services that will make you feel safe?	Y	N	Y	N	Y=50% N=50%	
	When Indihome provides services that will make you feel comfortable?	Y	N	Y	N	Y=50% N=50%	

	Do Indihome service personnel always provide you with good service?	Y	Y	Y	N	Y=75% N=25%	
Empathy	Indihome will not give you individualized care?	Y	Y	Y	Y	Y=100%	80%
	Will indihome service staff not give you individualized care?	N	Y	Y	Y	Y=75% N=25%	
	Do you not expect Indihome staff to understand your needs?	N	N	N	N	N=100%	
	Does Indihome not make your interests a top priority?	N	N	N	Y	Y=25% N=75%	
	Are Indihome's service times not able to fully match your needs?	Y	Y	Y	Y	Y=100%	
Tangibility	Indihome has modern service facilities?	Y	Y	Y	Y	Y=100%	81,25%
	Are Indihome's services and facilities very attractive?	Y	N	Y	N	Y=50% N=50%	
	Does the service staff have clean clothes and appearance?	Y	Y	Y	Y	Y=100%	
	Do the facilities and services provided complement each other?	Y	Y	Y	N	Y=75% N=25%	
Brand Awareness							
Brand Recognition	Among the many internet services available, if compared, would you prioritize and consider using Indihome services?	Y	N	Y	N	Y=50% N=50%	87,5%
	Are there more Indihome service offices than other services?	Y	Y	Y	Y	Y=100%	

	Is Indihome's service share larger than that of other services?	Y	Y	Y	Y	Y=100%	
	Are you familiar with the Indihome service?	Y	Y	Y	Y	Y=100%	
Brand Recall	If you think about internet services, you will first think about Indihome services because the name of Indihome service is easy to remember.	Y	N	Y	N	Y=50% N=50%	50%
Customer Satisfaction	Does the stable Internet service offered by Indihome allow you to feel satisfied?	Y	N	Y	N	Y=50% N=50%	87,5%
	Does the efficiency of Indihome's internal operations make you feel satisfied?	Y	Y	Y	Y	Y=100%	
	Does the Indihome service system make you feel satisfied?	Y	Y	Y	Y	Y=100%	
	Does the attitude of the Indihome service staff make you feel satisfied?	Y	Y	Y	Y	Y=100%	
	Does the professional knowledge and ability of Indihome service staff make you feel satisfied?	Y	Y	Y	Y	Y=100%	
	Overall, does the Indihome service satisfy you?	Y	N	Y	N	Y=50% N=50%	
Customer Loyalty							
Attitudinal Loyalty	Would you like to support Indihome services again?	Y	Y	Y	N	Y=75% N=25%	75%
	Would you use Indihome as another business-related service?	Y	N	Y	Y	Y=75% N=25%	
	Will you continue to visit Indihome services?	Y	Y	Y	N	Y=75% N=25%	

Behavioral Loyalty	Although the cost of the Indihome internet service is higher, are you still willing to continue using the Indihome internet service?	Y	N	N	N	Y=25% N=75%	62,5%
	Are you a loyal customer of Indihome Internet service?	Y	N	Y	Y	Y=75% N=25%	
	Would you recommend Indihome services to your friends?	Y	Y	Y	Y	Y=100%	
	Indihome is the best internet service of your choice.	Y	N	Y	N	Y=50% N=50%	

Reliability analysis with a total score of 75% found that Indihome provides timely service, responsive assistance to customer complaints, and consistent and reliable service with accurate service records.

Indihome Services continues to provide customers with the latest information about services and promotions. Based on the evaluation of the responsiveness dimension, Indihome has a score of 87.5%.

In the assurance dimension, Indihome has a total percentage of 56.25%. Indihome prioritizes service quality and can solve problems in the office and the field.

Based on the evaluation of the empathy dimension, Indihome has a value of 80%, which states that Indihome does not provide specific attention or services to each consumer. Instead, Indihome provides service products that are following the products it offers. Besides that, Indihome can also solve consumer problems properly.

Based on the assessment of tangibility variables with a total score of 81.25%. Indihome has modern and attractive service facilities, especially

thanks to the My Indihome application, which allows customers to access it anywhere. In addition, the clean and neat appearance of Indihome employees adds to the impression of professionalism.

Indihome has a total value of 87.5% on the brand recognition variable. Customers will consider using Indihome services. This is due to the wider service reputation and more offices in various regions than its competitors. Indihome is an internet service that is better known by the public because it has high brand awareness.

Indihome scored 50% in evaluating the brand recall dimension because this service is closely related to Telkom. Hence, people consider this service the best internet option and easy to remember.

Analysis of customer satisfaction variables scored 87.5%. Indihome's internet service is considered stable, and the efficiency of internal operations meets satisfactory standards. In addition, Indihome service staff provide a good attitude when handling customer complaints. Finally, the ability and knowledge of Indihome staff to provide services are satisfactory.

Based on the analysis of the attitudinal loyalty dimension with a total value of 75%. Most customers desire to continue using and supporting Indihome services in the future. They are willing to use Indihome services to meet their business needs.

On the evaluation of behavioral loyalty variables, the total value was 62.5%. Several customers have subscribed for over two years and are still loyal to using Indihome services. Customers remain loyal to this service, and some users consider Indihome to be the best internet service.

Discussion

Reliability

According to Njoki Chege (2021), in examining the influence of service reliability on customer satisfaction in the insurance industry in Kenya, it was found that customers prioritize service quality and value things related to time, which can show the strengthening of service reliability as a very important determinant of customer satisfaction in the insurance industry in Kenya. The implication is that if insurance companies fully enhance service reliability, maximum customer satisfaction will be achieved. Gopi and Samat (2020) found a positive relationship between reliability and customer satisfaction in food trucks. Reliability is a service factor that ensures customers are satisfied with proper and excellent service. Thus, reliability is a significant factor in meeting customer satisfaction in the food truck business.

Indihome has a customer satisfaction percentage of 75%, which is a fairly good assessment. The indicators that assess Indihome customer satisfaction are service quality and providing reliable services with accurate service records. On the other hand, a

significant shortcoming is the time required to respond to customer complaints, resulting in distrust of Indihome's service capabilities in solving customer problems efficiently and effectively. This indicates that previous research conducted by Njoki Chege (2021) and Gopi and Samat (2020) related to customer satisfaction is quiet by the conditions at Indihome, where 75% of Indihome customer satisfaction is influenced by the quality of service provided and providing services that customers can trust.

Responsiveness

Kanyama et al. (2022) showed that responsiveness is significantly related to customer loyalty because it is very important to help hotel customers and provide fast service to respond to all customer requests. If not, the request will become a complaint that will hinder the growth of this business. Then, Pradnyadewi and Giantari (2022) found that responsiveness positively and significantly affects customer satisfaction. This means that customer satisfaction positively and significantly affects sales loyalty.

Indihome has a responsiveness percentage of 87.5%, with a very good assessment. This indicates that previous studies conducted by Kanyama et al. (2022) and Pradnyadewi and Giantari (2022) related to responsiveness are quite appropriate and significant with the conditions at Indihome. This is because as many as 87.5% of Indihome customers feel that the responsiveness service provided is very good even though there is still room for Indihome to improve responsiveness services so that it will make customers more loyal.

Assurance

Nyan et al. (2020) showed that assurance positively and significantly

affects customer satisfaction, reflected in the quality of service in the hotel room division. This means that good service quality will positively impact customer satisfaction. Assurance is one of the factors that contribute significantly to customer satisfaction. Gopi and Samat (2020) found that the assurance dimension positively correlates with food truck customer satisfaction.

Indihome has a percentage of 56.25% with a fairly good assessment. This indicates that previous studies conducted by Nyan et al. (2020) and Gopi and Samat (2020) related to assurance are quiet by the conditions at Indihome, although not too significant. With 56.25%, Indihome needs to strengthen customer confidence in its services.

Empathy

Nyan et al. (2020) showed that empathy positively and significantly influences customer satisfaction, as reflected by individuals and service quality in the hotel room division. This means that good empathy will positively affect customer satisfaction. Then, Bahadur et al. (2020) demonstrated that customers consider employees with higher empathy trustworthy. So, empathy plays an important role in the performance of service employees who will satisfy customers with the services provided.

Indihome has a percentage of 80% with a good assessment. This indicates that previous studies conducted by Nyan et al. (2020) and Bahadur et al. (2020) related to empathy are appropriate and significant to the conditions that exist at Indihome, where 80% of Indihome customer satisfaction is influenced by employees who are empathetic in handling customer complaints.

Tangibility

According to Miah (2021), the main factors are visually appealing physical bank facilities and well-groomed bank employees. This provides a basis for conceptualizing dimensions that can be identified as tangibility factors. The tangibility dimension is strongly related to customer satisfaction. This study suggests that conventional banking policymakers in Bangladesh should focus more on the tangibility dimension to increase customer satisfaction further. Then, Nyan et al. (2020) found that the tangibility dimension positively and significantly affects customer satisfaction in the hotel room division. This means that good tangibility will have a positive impact on customer satisfaction.

Indihome has a percentage of 81.25% with a good assessment. This indicates that previous studies conducted by Miah (2021) and Nyan et al. (2020) on tangibility are in accordance and significant with the conditions at Indihome. Indihome has modern and attractive service facilities, especially with the My Indihome application, which can facilitate customers in terms of services that can be accessed anywhere so that customers do not need to come to the office to get service.

Brand Recognition

Huang et al. (2019) showed that brand recognition has a positive influence and can strengthen service quality and customer satisfaction. The calibration laboratory can increase customer satisfaction and loyalty by increasing brand recognition in its target market. Then, Arani and Shafiizadeh (2019) found that the dimensions of brand recognition have a significant and positive effect on brand reputation and the impact of brand reputation on brand performance, including brand loyalty

and intention to repurchase. Brand recognition positively and significantly influences brand loyalty, strengthening customer satisfaction.

Indihome has a percentage of 87.5%, a good assessment of the brand recognition dimension. This indicates that previous studies conducted by Huang et al. (2019) and Arani and Shafiizadeh (2019) on brand recognition are significant and by the conditions in Indihome B2B services. Indihome has a good and wider service reputation than its competitors. High brand awareness makes Indihome services a service choice that is better known by the public.

Brand Recall

Huang et al. (2019) showed that brand recall positively and significantly influences the relationship between customer satisfaction and service quality. Then, Vazifehdost and Negahdari (2018) found that brand recall directly affects brand attachment positively and significantly. A high level of brand awareness will result in higher brand loyalty.

Indihome has a percentage of 50% with a fairly low assessment of the brand recall dimension. This indicates that previous research conducted by Huang et al. (2019) and Vazifehdost and Negahdari (2018) on brand recall has a positive and significant impact. However, the conditions at Indihome, such as brand recall, do not positively impact customer satisfaction. Currently, customers consider that Indihome services are no longer at the top of the public's mind because of frequent signal interruptions and the long process of handling customer complaints. To restore top of mind, Indihome needs to improve the quality of a more stable network and increase responsiveness in handling customer complaints. This can restore a good brand recall for Indihome

because better quality will help Indihome compete in the future.

Customer Satisfaction

According to Leninkumar (2017), high customer satisfaction in banks increases customer loyalty. Therefore, it is concluded that a positive relationship exists between customer satisfaction and customer loyalty in the Commercial Bank of the Northern Province of Sri Lanka. Then, Naini et al. (2022) it was found that the XYZ Restaurant has a high level of customer satisfaction with the quality of the products in the XYZ Restaurant, and Miscichiduck customers are satisfied with the price of the food offered, so this can have a significant effect and provide a positive relationship so that it can increase customer loyalty.

Indihome has a percentage of 87.5%, which is a very good assessment of the customer satisfaction variable. This indicates that previous studies conducted by Leninkumar (2017) and Naini et al. (2022) on customer satisfaction are appropriate and significant with the conditions in Indihome services. Indihome has a fairly stable service, and its internal operational efficiency has met satisfactory standards. However, there is still a little room to be improved to increase customer loyalty.

Attitudinal Loyalty

Dandis and Wright (2020) found that customer satisfaction significantly positively affects attitudinal loyalty. Customer satisfaction is a mediating variable between overall service quality and attitudinal loyalty. This means that customers who are more satisfied with Jordanian Islamic Banks are more likely to be loyal to the bank. Then, Fajriyati et al. (2020) showed that tourist

satisfaction influences attitude loyalty most. Satisfied tourists spread positive word of mouth and recommend the destination to others. This will have a positive impact on the development of a business.

Indihome has a 75% percentage, a good assessment of the attitudinal loyalty dimension. This identifies those previous studies conducted by Dandis and Wright (2020) and Fajriyati et al. (2020) on attitudinal loyalty as quite appropriate and significant with the conditions that exist in the conditions that exist in Indihome services. Indihome has customers who have great intentions to continue using and supporting the services it provides in the future.

Behavioral Loyalty

Huang et al. (2019) showed that customer satisfaction positively and significantly impacts behavioral loyalty in the service industry. Then, Ing et al. (2020) found that customer satisfaction significantly and positively impacts behavioral loyalty. Customer satisfaction has the most impact on the intention to tell others about their positive experience at the restaurant.

Indihome has a percentage of 62.5%, with a fairly good assessment of the behavioral loyalty dimension. This identifies those previous studies conducted by Huang et al. (2019) and Ing et al. (2019) on behavioral loyalty as appropriate and significant in the conditions in Indihome B2B services. Where 62.5% explained that there are some differences in different behavioral patterns among customers. However, customer loyalty to Indihome B2B services is influenced by several factors, namely because prices have stabilized so that customers feel that the price of services provided by Indihome is quite low. In addition, some customers will

also recommend Indihome services to their relatives because they consider Indihome services to be the best service.

CONCLUSION

This research discusses and provides significant knowledge for companies operating in the B2B service sector. The first discussion in this study is about service quality, which has five dimensions: reliability, responsiveness, assurance, empathy, and flexibility. It was found that the reliability dimension has a high quality with a total percentage of 75%, the responsiveness dimension has a high percentage value of 87.5%, the empathy dimension has a high-quality value with a percentage of 80%, and the tangibility dimension has a quality value with a high total percentage of 81.25%. On the other hand, the assurance dimension has a total percentage of 56.25%, which is the lowest value in the service quality variable.

In the second discussion, respondents rated the overall perceived service quality at PT Telkom Indonesia Witel Yogyakarta as high. Most respondents scored high on dimensions such as responsiveness, tangibility, empathy, and reliability. However, the reliability dimension received a low score, which shows concerns about the services' consistency. Good service quality is proven to positively affect customer satisfaction and loyalty. The level of brand awareness of the Indihome brand as a whole is quite good; the brand recognition dimension has a total value of 87.5%, but the quality of brand recall is still low, with a value of 50%. This shows that although many people know about this brand, they no longer keep it at the forefront of their minds. If the B2B technology service industry provides high-quality services, it will gain brand

recognition from clients, increase brand awareness, and thus increase consumer loyalty.

Third, respondents rated overall perceptions of customer satisfaction as high. Most respondents gave high marks to product quality and customer service, scoring 87.5%. A high level of customer satisfaction indicates that the company has successfully met customer expectations. Finally, the level of customer loyalty shows a good percentage. The attitudinal loyalty dimension has a high percentage value of 75%. Most customers will recommend Indihome services to relatives and continue using Indihome in the future. Meanwhile, the behavioral loyalty dimension has a percentage value of 62.5%. This shows that even though most customers show loyalty behavior, such as re-subscribing or using services consistently, some customers may consider other options or have not consistently shown loyalty. In conclusion, this research reveals that B2B technology service providers must allocate their limited resources to the aspects that matter most to clients to build and improve customer satisfaction. With this research, service providers can increase customer loyalty and grow their business.

This research shows that Indihome's service quality has a positive influence on customer satisfaction and customer loyalty. This researcher provides several suggestions for Indihome B2B services with the aim that Indihome can strengthen its brand position and ensure sustainable growth in the B2B technology services market. First, Indihome needs to maintain and continuously improve the speed of response and accuracy of customer problem resolution. This can be done with continuous training for customer service teams and technicians. Second,

Indihome needs to increase customer trust through increasing transparency in communication and providing clear information about the services provided so that customers will feel more confident in the services provided by Indihome. Third, Indihome can focus more on increasing behavioral loyalty by offering more attractive loyalty programs and incentivizing loyal customers to reduce churn rates. Consistent and reliable customer service providers will be the main determinant of customers' remaining loyalty. Lastly, Indihome should improve network quality to reduce signal interference, which is required to speed up the handling of customer complaints in the office and the field. Improving marketing communications emphasizing service reliability and speed will also help Indihome increase brand recall.

This study only included a sample of Indihome customers in the B2B setting; thus, the findings may not apply to other Indihome client categories, such as B2C consumers. As this study relies on subjective interview results, customer responses may be biased, which may affect the accuracy of the results. The author recognizes that service quality and customer satisfaction variables can be significant in various situations and conditions that this research has not fully studied. This shows how difficult it is to deal with various service contexts and how customer satisfaction can fluctuate according to those contexts.

This research shows that Indihome's quality has a positive impact on customer satisfaction and customer loyalty. This is a key determinant for Indihome to strengthen its brand position and ensure sustainable growth in the B2B technology services market. The purpose of this study is to test assumptions that are relevant in the B2B

industry. This research shows that customers who are satisfied with the quality of service a company provides will make each customer loyal. Thus, Indihome is required to improve and maintain the quality of service that will positively impact the company, and Indihome will become top of mind for every customer.

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