

THE INFLUENCE OF CUSTOMER EXPERIENCE AND TRUST ON CUSTOMER LOYALTY IN PT. TELKOM INDONESIA INDIHOME PRODUCTS

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ABSTRACT

IndiHome is a home internet service from Telkomsel that provides internet connection, landline telephone, and interactive TV (IPTV) in one package. Previously owned by PT Telkom Indonesia, IndiHome is now managed by Telkomsel. IndiHome offers a variety of package options with different internet speeds, as well as additional services such as wifi.id seamless and others. This study aims to measure the influence of customer experience and trust variables on customer loyalty. The population in this study was Indihome customers in the city of Palembang in 2024 as many as 11,883, while the sample taken was 99 respondents. This study is quantitative, data was obtained by distributing questionnaires and processed using the SPSS program. The results of the study showed that customer experience and trust variables have a significant effect both simultaneously and partially on customer loyalty. For future research, external variables can be included and the research model can be modified by using mediating variables.

INTRODUCTION

In the current era of globalization, telecommunications and information have become basic needs for society. The need for telecommunications services has progressed quite rapidly with the discovery of communication and information technology such as the internet. With the internet, people can access all kinds of information from any part of the world anywhere and at any time. One of the companies that plays a role and enlivens the telecommunications market in Indonesia is PT. Indonesian Telecommunication (Persero). One of the products is Speedy which has changed with technological developments to become Indihome (Indonesia digital home). Indihome (Indonesia Digital Home) is an integrated digital service that provides household and individual needs for digital connectivity and entertainment. Indihome services that prioritize network quality, stable internet speed, and responsive customer support play an important role in building customer satisfaction and trust, which ultimately encourages customer loyalty towards the service. The factors that influence customer loyalty include customer experience and trust.

Based on initial observations that researchers made on product customers indihome, namely finding problems that arise in the relationship between Indihome customers and products are closely related to customer experience which are not yet fully optimal, such as internet connection problems repetition, delays in handling complaints, and inconsistencies between customer expectations with the services received, so that there is potential reducing the level of satisfaction and inhibiting the creation of experiences positive and memorable customers. The above statement is in line with previous research conducted by Rojuaniah et al., (2024). The results of the research show that customer experience has a positive and significant effect on Customer Loyalty.

Trust is a belief that someone will get what is expected from other people. Trust concerns a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and an expectation that a person generally has that the words, promises or statements of other people can be trusted.

Based on initial observations conducted by researchers on Indihome product customers, it was found that problems that often occur in the relationship between customers and Indihome products are related to the decline in the level of customer trust due to discrepancies between service promises and realization in the field, such as connection problems that are not handled quickly, less transparent information regarding service limitations, and a lack of communication from service providers in resolving customer complaints. The above statement is in line with previous research conducted by Yogi Setiawan et al., (2024), the research results show that trust has a positive and significant effect on customer loyalty.

LITERATURE REVIEW

Loyalty

Kotler, P and Keller (2019), explain loyalty as a deep commitment to support a product or service in the future, despite marketing pressures that try to divert customers. According to Kotler, P and Keller (2019), the factors that influence customer loyalty are as follows: (1) Customer relationships, namely they will remain with the company as

long as expectations are met; (2) Trust, namely that they will return to the company to buy again; (3) word of mouth promotion, namely telling other people about the company; (4) Customer experience, namely convincing other people to buy the company's products; (5) Ownership: Feeling responsible for the company's continued success.

According to Schiffman, L.G., & Kanuk (2019), the indicators of customer loyalty are as follows: (1) Make Regular Repeat Purchases, which means making repeat purchases regularly; (2) Purchases Across Product and Service Line, meaning purchasing other products from your company; (3) Refers Others, is providing references to other people; (4) Demonstrates immunity to the pull of the competition, namely showing immunity to the pull of competitors and not being easily influenced by competitors' persuasions.

Customer Experience

According to Zare & Mahmoudi (2020), customer experience is the result of a combination of emotional or rational perceptions of customers during direct or indirect interactions in a business. Customer experience is the accumulation of all events that the customer is aware of regarding the products, brands and services provided Kotler, P and Keller (2019). Tjiptono, (2019) describe customer experience as a combination of consumer activities in consuming or using a product or service that leaves a good or bad impression. Customer experience is cognitive recognition or perception that stimulates customer motivation, which can increase the value of products and services Chen, S.C., & Lin (2014)

Trust

According to Mowen & Minor (2017), consumer trust is all the knowledge held by consumers and all the conclusions made by consumers about objects, attributes, and their benefits. Kotler and Keller (2019), stated that trust is an important component in building and maintaining relationships between customers and online sellers. Consumer trust is a key variable in building lasting expectations in long-term relationships between buyers and sellers (Morgan & Hunt 1994).

Overall, consumer trust can be seen as a customer's positive belief in a business entity, based on various factors such as experience, information, reputation, and promises made. This trust forms the basis for long-term relationships between customers and sellers, and influences purchasing decisions and customer loyalty.

RESEARCH METHOD

According to Sugiyono (2020), quantitative research is a research method based on the philosophy of positivism. This research uses numerical and statistical data to test hypotheses and draw conclusions. This research is included in quantitative research, namely an approach that uses numerical data (numbers) and statistical analysis to understand phenomena, test hypotheses, and draw conclusions. This research focuses on objective measurements, structured data collection, and statistical analysis to produce measurable and generalizable findings. The population in this research is all customers

at PT. Telkom Indonesia Indihome products in Palembang in 2024 number 11,883 people. The sample of 99 respondents was obtained using the Slovin formula with an error of 10%.

RESEARCH RESULTS AND DISCUSSION

Table 1: Customer Experience Validity Test (X1)

Variable	R _{count}	R _{table}	Note
X1.1	0.829**	0.196	Valid
X1.2	0.829**	0.196	Valid
X1.3	0.632**	0.196	Valid
X1.4	0.348**	0.196	Valid
X1.5	0.784**	0.196	Valid
X1.6	0.665**	0.196	Valid
X1.7	0.678**	0.196	Valid
X1.8	0.362**	0.196	Valid
X1.9	0.534**	0.196	Valid
X1.10	0.593**	0.196	Valid

Source: SPSS (2025)

Table 2: Trust Validity Test (X2)

Variable	R _{count}	R _{table}	Noted
X2.1	0.959**	0.196	Valid
X2.2	0.959**	0.196	Valid
X2.3	0.826**	0.196	Valid
X2.4	0.776**	0.196	Valid
X2.5	0.766**	0.196	Valid
X2.6	0.766**	0.196	Valid
X2.7	0.826**	0.196	Valid
X2.8	0.744**	0.196	Valid
X2.9	0.923**	0.196	Valid
X2.10	0.726**	0.196	Valid

Source: SPSS (2025)

Table 3: Loyalty Validity Test (Y)

Variable	R _{count}	R _{table}	Noted
Y.1	0.679**	0.196	Valid

Y.2	0.844**	0.196	Valid
Y.3	0.801**	0.196	Valid
Y.4	0.591**	0.196	Valid
Y.5	0.807**	0.196	Valid
Y.6	0.367**	0.196	Valid
Y.7	0.612**	0.196	Valid
Y.8	0.749**	0.196	Valid
Y.9	0.869**	0.196	Valid
Y.10	0.679**	0.196	Valid

Source: SPSS (2025)

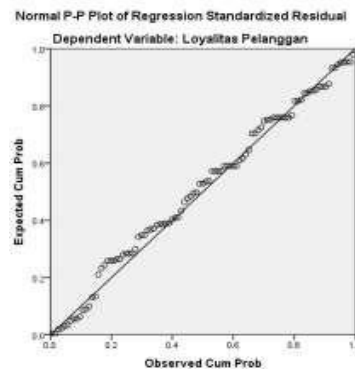
From the analysis data table 1, table 2, and table 3. It can be seen that the value (r_{count}) between the item scores and the total score, the value is then compared with the rtable value, the rtable is looked for at a significant level of 0.05 with a 2-sided test and the number of data (n) = 99 then we get an rtable of 0.196, based on this analysis value we get a value (r_{count}) for all items greater than 0.196, so it can be concluded that these items are significantly correlated with the total score (declared valid) so it can be concluded that all the instrument items are valid.

Table 4: Reliability Test

Variable	Cronbach's Alpha	Standard Reliability	Noted
Customer Experience	0,828	0,60	Reliabel
Trust	0,931	0,60	Reliabel
Loyalty	0,877	0,60	Reliabel

Source: SPSS (2025)

Based on table 4 above, the reliability test of all variables has a Cronbach's value > 0.60, which means that the questions regarding the variables Customer Relations, Customer Experience, Trust and Customer Loyalty in this research are reliable, so the variables in this research are suitable for use in further analysis.



Pict 1. Normality Test

From the independent residual plot above, it can be seen that the residual values are around a straight line or follow a straight line so it can be concluded that the data is normally distributed

Table 5: Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pengalaman Pelanggan	.719	1.390
	Kepercayaan	.540	1.854

Based on table 5 above, the VIF value of each independent variable, if the VIF value is less than 10 then the independent variable does not experience symptoms of multicollinearity. From the test results above it can be seen that the VIF value of all independent variables is less than 10 so all dependent variables do not experience symptoms of multicollinearity.

Table 6: Multiple Linear Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.086	6.004		.181	.857
	Pengalaman Pelanggan	.828	.099	.767	8.368	.000
	Kepercayaan	.365	.087	.445	4.207	.000

Based on table 6, the regression coefficients for the variables Customer Experience (X1) and Trust (X2) on Customer Loyalty (Y) are obtained so that the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.086 + 0.828 X_1 + 0.365 X_2$$

Table 7: F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	843.362	3	281.121	23.467	.000 ^b
	Residual	1138.052	95	11.979		
	Total	1981.414	98			

Based on the Simultaneous Test (F Test) it can be seen that the variables of customer experience and trust have a simultaneous influence on customer loyalty at PT. Telkom Indonesia Indihome product with a significance of $0.000 < \alpha (0.05)$ means that H_0 is rejected or H_a is accepted.

Table 8: t Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.086	6.004		.181	.857
	Pengalaman Pelanggan	.828	.099	.767	8.368	.000
	Kepercayaan	.365	.087	.445	4.207	.000

Based on the Partial Test (t Test) it can be seen that the variables of customer experience and trust have a partial influence on customer loyalty at PT. Telkom Indonesia Indihome product with a significance of $0.000 < \alpha (0.05)$ means that H_0 is rejected or H_a is accepted.

Discussion

The Influence of Customer Experience and Trust on Customer Loyalty at PT. Telkom Indonesia Indihome Products

Based on table 7, customer experience and trust have a simultaneous influence on customer loyalty. The research results are supported by previous research Indriastuti & Hidayat (2021), the results of the study indicate that there is a significant influence of Service Experience and Trust on Satisfaction; and there is also a significant influence of Service Experience, Trust and Satisfaction on Loyalty. Thus, Indihome must really be

able to improve the comfortable experience while using Indihome WiFi with a stable internet connection and quickly handle customer complaints so that customer trust does not decrease and prevent customers from switching to other WiFi products.

The Influence of Customer Experience on Customer Loyalty at PT. Telkom Indonesia Indihome Products

Based on table 6, customer experience has a positive and significant influence on customer loyalty with a coefficient value of 0.828. This shows that customer experience has a greater influence than customer trust. Customer experience is the internal and subjective response of customers as a result of direct or indirect interactions with the company. This direct relationship is usually due to consumer initiative and this usually occurs in the purchasing and service sections. While indirect relationships often involve unplanned encounters, such as product and brand appearances, advertisements, and other promotional events.

Indihome must improve its complaint handling services immediately because based on initial observations that researchers have made on Indihome product customers, it was found that problems that arise in the relationship between customers and Indihome products are closely related to customer experiences that are not yet fully optimal, such as repeated internet connection disruptions, delays in handling complaints, and inconsistencies between customer expectations and the services received, so that they have the potential to reduce the level of satisfaction and hinder the creation of a positive and memorable customer experience. The results of the study showed that customer experience has a greater influence than the trust variable. This is because Indihome wifi is a service business that requires user experience before consumer perceptions are formed. If consumer perceptions are positive, it will create customer loyalty and vice versa.

Yudi & Wasino (2023) research results show that there is a significant influence between customer experience and customer loyalty. Rojuaniah et al., (2024) research results show that customer experience has a positive and significant effect on customer satisfaction and customer loyalty. The research results of Yovanda et al., (2022) testing for the customer experience variable show that the significance value of customer experience has a positive and significant influence on customer loyalty. The research results of Saputra et al., (2023) revealed that customer experience variables have a positive and significant impact on customer loyalty, both directly and indirectly.

The Influence of Trust on Customer Loyalty at PT. Telkom Indonesia Indihome Products

Based on table 6, trust has a positive and significant effect on customer loyalty with a coefficient value of 0.365. IndiHome customer trust is customer confidence in the quality of service, integrity, and commitment of IndiHome in meeting their needs. This trust is important to maintain customer loyalty, improve the company's reputation, and achieve business goals. Trust is built through consistent service quality, good complaint handling, and transparency of information. IndiHome must continue to strive to maintain customer trust through various efforts, including improving service quality, improving the complaint handling system, and increasing information transparency. This

is done to restore customer trust that is increasingly decreasing in the stability of the indihome wifi signal.

Research and hypothesis testing show that consumer trust variables have a positive and significant effect on consumer loyalty. Empirical findings show that to increase consumer satisfaction and loyalty (Lie et al., 2019). Next The research results of Juwaini et al., (2022) show that E-Trust has a positive effect on E-Loyalty. The previous research results show that the trust variable show that the significance value of customer experience has a positive and significant influence on customer loyalty (Saputra et al., 2023; Yovanda et al., 2022)

CONCLUSION

Based on the results of the study, it shows that customer experience and trust have a significant effect on loyalty. The results of the multiple analysis test show that the customer experience variable has the greatest influence on loyalty when compared to trust. This indicates that the positive experience of Indihome wifi service users such as smooth connectivity when using the internet is the most dominant factor in customer loyalty. When customers feel comfortable during the experience of using Indihome internet, customers will recommend to friends and family to use the Telkomsel provider.

The limitations of this study are that it only focuses on internal studies or customer psychology and the research model is still simple. For further research, researchers can include external variables and use mediation such as customer satisfaction variables to see to what extent these variables can bridge to increase customer loyalty.

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