Article

Identifying the Indihome Service Quality using Importance Performance Analysis at PT. Telkom Indonesia Witel Area, Samarinda

Adil Junapa [a],*, Tetra Hidayati [a] and Sri Wahyuni [a]

[a] Faculty of Economics and Business, Mulawarman University, Kota Samarinda, 75119 Kalimantan Timur, Indonesia; tetra.hidayati@feb.unmul.ac.id (T.H); sri.wahyuni@feb.unmul.ac.id (S.W)
* Correspondence: adiljunapa@gmail.com (A.J)

Abstract: This study aims to analyze empirically whether there are problematic attributes in the services provided by PT. Telkom Indonesia Witel area, Samarinda. Also, the needs of its consumers by using the ServQual and Importance Performance Analysis methods. This study provides recommendations and suggestions that need to be given to PT Telkom Indonesia Witel Area, Samarinda. on the services provided to improve the weaknesses that have been identified by using the ServQual method and Importance Performance Analysis. The population of this study is the consumers. The sampling method used in this research is purposive. The number of samples in this study was 105 respondents. The analytical tools in this study use data quality tests, gap analysis and Importance Performance Analysis methods. The results showed that the validity and reliability testing showed that the statement items for the variables of importance and performance of service quality were valid and reliable. For Cronbach Alpha it is declared reliable, Quadrant I: 4 indicators are included in quadrant I, Quadrant II: there are 12 indicators in quadrant II, Quadrant III: there are 3 indicators in quadrant III, Quadrant IV: there are 2 indicators in quadrant IV. This study concludes that the perception score is greater than the expected score, whereas if the expectation score is greater than the perception score, a negative gap will be obtained.

Keywords: service quality; gap analysis; Importance Performance Analysis; indihome product.

1. Introduction

The direct observations of consumers who are subscribing to Indihome products at Plasa Telkom Awang Long Samarinda lead to characteristics, namely whether the respondent always uses Indihome and how long they used the product, then whether in the future will continue to subscribe to the product and have they ever recommended the product to their family or friends. And from some of the questions that the researchers asked, it can be concluded that some of them have been subscribing to the product for years and they also intend to always use the product in the

future, and on average they have recommended the product to their family and friends. Based on observations to Indihome consumers at Plasa Telkom Awang Long Samarinda on the quality of service provided by consumers, tangibles at PT. Telkom Indonesia Witel Area, Samarinda following the wishes of consumers. Judging from the completeness of Indihome's physical facilities, when employees come home to install or repair internet problems, they have brought complete equipment. However, some respondents feel unsatisfied or that there are not in line with consumer expectations because of the actions of employees who leave their duties until repairs are delayed.

Empathy in indihome shows that the respondent's attention is following the wishes of consumers. However, most of the respondents did not feel this way because they still felt the lack of response from employees in following up on their problems and there were still incidents of problems not being followed up. The reliability contained in Indihome is also that the accuracy of the administration is very good because every month it is stable because the system created by the company is following what consumers expect. Indihome's responsiveness, according to consumers, in its readiness to serve or resolve complaints quickly has met consumer expectations/expectations because when consumers submit complaints via telephone or application, there is an immediate response by Indihome employees. However, some respondents still feel certain things, which is a slow response from employees at certain times. Assurance according to indihome consumers indihome products, there are still many consumers who feel that the competence of Indihome employees is fast so that Indihome's brand image to consumers is good.

However, there are still situations where consumers are not happy because sometimes employees are not friendly to customers (Kotler et al., 2013, 2015; Kotler & Armstrong, 2014; Kotler & Keller, 2011, 2016). In this case, the researcher uses the ServQual Importance Performance Analysis integration method which aims to make the ServQual measurement results continue to be analyzed using the Importance method (Karina & Kusuma, 2018; Syarif & Widodo, 2020). Performance Analysis can identify the variables that become the priority of service improvement (Chasanah & Wijaya, 2020). The analytical method used is quadrant analysis. This quadrant analysis is used to determine consumer responses to the plotted attributes based on the level of importance and performance of each of these attributes. Based on this quadrant analysis, it can then be seen that the location of each variable is in different quadrants, so it can be seen what variables need to be improved and get more attention.

2. Materials and Methods

The population of this study is the consumers of PT. Telkom Indonesia Witel Samarinda Area, Indonesia with a total consumer population of 102,589 Indihome customers specifically for the Samarinda City area (Syahputri, 2022). The number of samples in this study were 105 respondents where the respondents were Indihome Samarinda customers. To support the research results, statistical tools will be used to analyze research data obtained through SPSS Statistics software. The tests carried out in this study are as follows: (i) Data Quality Test, (ii) Gap Analysis, (iii) Importance Performance Analysis (IPA)

3. Result and Discussion

3.1. Validity and Reliability Test

The following are the results of testing the validity and reliability of the test instrument using SPSS software with the importance of service quality in this study described in Table 1 below:

Table 1. Result of the Validity and Reliability Testing for Service Quality.

Variable(s)	Item	Corrected Item to Total Correlation	Cronbach Alpha
Tangibles (X1)	X1_1	0.789	0.903
	X1_2	0.855	
	X1_3	0.869	
	X1_4	0.844	
	X1_5	0.842	
	X1_6	0.744	
Reliability (X2)	X2_1	0.761	0.820
	X2_2	0.854	
	X2_3	0.801	
	X2_4	0.823	
Responsiveness (X3)	X3_1	0.835	0.714
	X3_2	0.677	
	X3_3	0.691	

Variable(s)	Item	Corrected Item to Total Correlation	Cronbach Alpha
Assurance (X4)	X3_4	0.783	
	X4_1	0.864	
	X4_2	0.923	0.926
	X4_3	0.919	
	X4_4	0.913	
Empathy (X5)	X5_1	0.657	
	X5_2	0.786	0.634
	X5_3	0.779	

Table 1 shows the results of the calculation of validity indicating that the value of the corrected item-total correlation is greater than 0.30. For Cronbach Alpha, we found that their values are greater than 0.60. Thus, the measurement items on each indicator in the research variables are reliable and can be used to conduct further research. The following are the results of testing the validity and reliability of the test instrument using SPSS software with the performance of service quality in this study described in Table 2 below:

Table 2. Result of the Validity and Reliability Testing for Performance.

Variable(s)	Item(s)	Corrected Item to Total Correlation	Cronbach Alpha
Tangibles (X1)	X1_1	0.830	
	X1_2	0.818	
	X1_3	0.787	0.871
	X1_4	0.770	
	X1_5	0.721	
	X1_6	0.758	
Reliability (X2)	X2_1	0.759	
	X2_2	0.834	0.803
	X2_3	0.826	
	X2_4	0.757	
Responsiveness (X3)	X3_1	0.764	
	X3_2	0.631	0.692
	X3_3	0.568	
	X3_4	0.599	
Assurance (X4)	X4_1	0.710	
	X4_2	0.839	0.823
	X4_3	0.852	
	X4_4	0.841	
Empathy (X5)	X5_1	0.886	
	X5_2	0.885	0.844
	X5_3	0.876	

Table 2 shows the results of the validity and reliability. The result indicates that the variables are valid because they have a corrected item-total correlation greater than 0.30. For Cronbach Alpha, we found that their values are greater than 0.60. Thus, the measurement items on each indicator in the research variables are reliable and can be used to conduct further research.

3.2. Gap Analysis

The overall gap value calculated based on the difference between the level of consumer cognition and the expected level shows that the management of PT. Telkom Indonesia Witel Samarinda area provides services according to consumer needs and the extent to which management provides satisfactory service to consumers. The overall role of the gap will provide information about the level of importance and the overall role in providing information about the level of service quality. The results can be seen in the table below:

Table 3. Result of the Gap Overall importance and performance

Indicator(s)	Importance	Performance	GAP
X1.1	4.38095238	4.29523810	-0.08571429
X1.2	4.33333333	4.19047619	-0.14285714
X1.3	4.48571429	4.27619048	-0.20952381
X1.4	4.55238095	4.25714286	-0.29523810
X1.5	4.28571429	4.18095238	-0.10476190
X1.6	4.25714286	4.18095238	-0.07619048
X2.1	4.05714286	4.11428571	0.05714286
X2.2	4.29523810	4.21904762	-0.07619048
X2.3	4.38095238	4.22857143	-0.15238095
X2.4	4.36190476	4.11428571	-0.24761905
X3.1	3.78095238	3.77142857	-0.00952381
X3.2	4.31428571	4.35238095	0.03809524
X3.3	4.40000000	4.46666667	0.06666667
X3.4	3.20952381	2.98095238	-0.22857143
X4.1	4.26666667	4.20952381	-0.05714286
X4.2	4.32380952	4.32380952	0.00000000
X4.3	4.25714286	4.30476190	0.04761905
X4.4	4.32380952	4.33333333	0.00952381
X5.1	4.45714286	4.43809524	-0.01904762
X5.2	4.29523810	4.42857143	0.13333333
X5.3	3.83809524	4.31428571	0.47619048

Table 3 captures the result of the gap in overall Importance and Performance. A positive (+) gap will be obtained if the perception score is greater than the expected score, whereas if the expectation score is greater than the perception score, a negative (-) gap will be obtained. The higher the expectation score and the lower the perception score, the bigger the gap. If the total gap is positive, the customer is considered very satisfied with the company's services. Conversely, if not, the gap is negative, then the customer is less / dissatisfied with the service. The smaller the gap the better. Usually, a company with a good level of service will have a smaller gap.

3.3. Importance Performance Analysis (IPA)

For improving the service quality, is done through performance improvement (Amanah et al., 2018; Andre & Tileng, 2019), by grouping Importance Performance Analysis it can be seen which attributes should be prioritized (Athanasia et al., 2020). The priority of these attributes is necessary because the improvement in the performance of these attributes cannot be carried out simultaneously due to limited resources (Agia & Nurjannah, 2022). with an explanation of the image as follows:
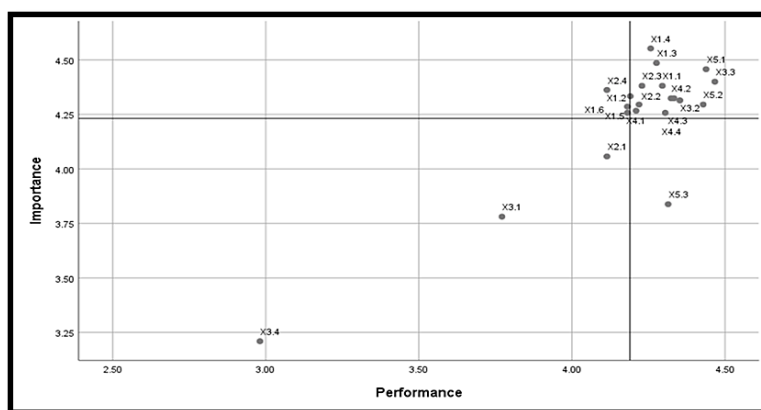

Figure 1. Cartesian Diagram Results Importance Performance Analysis (IPA)

Note:
- Comfort of Indihome customer waiting room at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X1.1)

- Cleanliness of the Indihome service room at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X1.2)
- Employee neatness/CSR Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X1.3)
- Demo Equipment/Tools owned by PT Telkom Indonesia Witel Samarinda Area (X1.4)
- Completeness of Indihome educational equipment/media at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X1.5)
- Sophistication of Indihome Educational equipment/media at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X1.6)
- The ability of employees/CSR Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area in knowing consumer problems (X2.1)
- Timeliness of employee visits/CSR Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area to consumers (X2.2)
- Compatibility of Indihome costs at PT Telkom Indonesia Witel Samarinda Area (X2.3)
- Services provided by CSR/Technicians of PT Telkom Indonesia Witel Samarinda Area (X2.4)
- Speed of CSR Indihome Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area in responding to consumer complaints (X3.1)
- Services provided by Indihome Technicians PT Telkom Indonesia Witel Samarinda Area (X3.2)
- Responses to consumer complaints against PT Telkom Indonesia Witel Samarinda Area (X3.3)
- Suggestions given by CSR Indihome Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area to consumers (X3.4)
- Indihome employee/CSR expertise at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X4.1)
- Guaranteed employee reliability/CSR Indihome at Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X4.2)
- Employee hospitality/CSR Indihome Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X4.3)
- Attitude of employees/technicians of Indihome PT Telkom Indonesia Witel Samarinda Area (X4.4)
- Attention given by CSR Indihome Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X5.1)
- Understanding of consumer needs provided by CSR Indihome Plasa Telkom Awang Long PT Telkom Indonesia Witel Samarinda Area (X5.2)
- The services provided by Indihome Technicians of PT. Telkom Indonesia Witel Samarinda Area are not differentiated (X5.3)

Figure 1 shows the analysis of the quality of indihome services using the Importance Performance analysis at PT. Telkom Indonesia Witel Area, Samarinda with the quadrant explanation as follows:

Quadrant I: Four (4) indicators are included in quadrant I, Quadrant I is located on the top left. This quadrant contains indicators that are considered important by customers but, these indicators are not as expected, this quadrant describes service indicators as a top priority where the level of interest or customer expectations is higher while performance is low. Quadrant I in this study consists of the following indicators: Cleanliness of the Indihome service room at Plasa Telkom Awang Long PT. Telkom Indonesia Witel Area, Samarinda (X1.2), Completeness of Indihome educational equipment/media at Plasa Telkom Awang Long PT. Telkom Indonesia Witel area, Samarinda (X1.5), Sophistication of Indihome Educational equipment/media at Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda Area (X1.6), Services provided by CSR/Technicians of PT. Telkom Indonesia Witel Samarinda Area (X2.4).

Quadrant II: there are 12 indicators in quadrant II. Quadrant II is located at the top right. This quadrant is a quadrant containing service quality indicators that are considered important and service performance is also considered to be following what is perceived by customers so that the level of service quality is relatively high. Quadrant II in this study consists of the following indicators: The comfort of the waiting room for Indihome customers at Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda Area (X1.1), Neatness of employees/CSR Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda area (X1.3), Demo Equipment/Tools owned by PT. Telkom Indonesia Witel Samarinda Area (X1.4), Timeliness of employee visits/CSR Plasa Telkom Awang Long PT. Telkom Indonesia Samarinda Witel Area to consumers (X2.2), Compatibility of Indihome costs in PT Telkom Indonesia Witel Samarinda Area (X2.3), Services provided by Indihome Technicians PT Telkom Indonesia Samarinda Witel Area (X3.2), Responses to consumer complaints against PT. Telkom Indonesia Witel Samarinda Area (X3.3), Employee expertise/CSR Indihome at Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda Area (X4.1), Guaranteed employee reliability/CSR Indihome at Plaza Telkom Awang Long PT. Telkom Indonesia Witel Samarinda area (X4.2), Employee friendliness /CSR Indihome Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda Area (X4.3), Attention given by CSR Indihome Plasa Telkom Awang Long PT. Telkom Indonesia Witel Samarinda Area (X5.1),

Understanding consumer needs provided by CSR Indihome Plasa Telkom Awang Long PT. Telkom Indonesia Witel Area, Samarinda (X5.2).

Quadrant III: there are 3 indicators in quadrant III. This quadrant is located on the lower left. This quadrant describes service indicators as low priority, where the average level of importance and the average level of performance are below the overall average score, meaning that those included in this quadrant are considered not too special. Quadrant III in this study consists of the following indicators: The ability of employees/CSR Plasa Telkom Awang Long PT Telkom Indonesia Witel Area, Samarinda in know consumer problems (X2.1), Speed of PT. Telkom Indonesia Witel Area, Samarinda in responding to consumer complaints (X3.1), Suggestions given by PT. Telkom Indonesia Witel Area, Samarinda to consumers (X3.4)

Quadrant IV: there are 2 indicators in quadrant IV. This quadrant is located on the lower right. This quadrant describes service indicators as excessive, where the level of importance or customer expectations is low than average while performance is considered high. In other words, this indicator is considered by customers to be less important, but performance is considered too excessive or even very good. Quadrant IV in this study consists of several indicators as follows: Attitude of employees of PT Telkom Indonesia Witel Samarinda Area (X4.4), Services provided by PT. Telkom Indonesia Witel Area, Samarinda are not differentiated (X5.3)

4. Conclusions

This study concludes that the perception score is greater than the expected score, whereas if the expectation score is greater than the perception score, a negative gap will be obtained. Based on the results of the study, the analysis of the quality of indihome services using Importance Performance analysis at PT Telkom Indonesia Witel Area, Samarinda in Plasa Telkom Awang Long with the following quadrant explanation: Quadrant I: There are 4 indicators, Quadrant II: There are 12 indicators. Quadrant III: There are 3 indicators. Quadrant IV: There are 2 indicators.

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