

Analysis Of Relationship Marketing, Customer Trust, Price Competition On Customer Satisfaction Of Indihome Users In Medan City

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Abstract: Customer satisfaction includes efforts to meet consumer needs. Consumer satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are being fulfilled well. This research aims to determine and analyze the influence of relationship marketing, customer trust, and price competition on consumer satisfaction of Indihome users in Medan City. With a sample size of 100 respondents. Data collection techniques were carried out using questionnaires. The analysis used is multiple linear regression analysis using the SPSS (Statistical Package for Social Sciences) 24.0 for Windows program tool. The results of the analysis show that relationship marketing has a positive and significant influence on consumer satisfaction. Customer trust has a positive and significant influence on consumer satisfaction, and price competition has a positive and significant influence on consumer satisfaction. Meanwhile, the results of the simultaneous analysis show that relationship marketing, customer trust, and price competition have a positive and significant effect on consumer satisfaction of Indihome users in Medan City.

Keywords: Relationship Marketing, Customer Trust, Price Competition, and Customer Satisfaction.

1. INTRODUCTION

The company must understand what the needs or desires of its consumers are by understanding the needs and demands of consumers, it will provide important input for the company to design marketing strategies in order to create satisfaction for its consumers. Customer satisfaction is a benchmark for how the company is going forward or even there are some things that must be changed because consumers feel dissatisfied or disadvantaged. PT Telekomunikasi Indonesia Tbk (Telkom) is the largest full service and network provider of information and telecommunications (InfoComm) in Indonesia. The development of internet network technology, PT Telkom innovated again by creating an internet service called Indonesia Digital Home or commonly called Indihome which is one of Telkom's services in the form of a package of communication and data services such as landlines, internet, and services.

Table 1. Number of Indihome Users in Medan City

No	Years	Users	Improved (%)
1	2019	54.372	-
2	2020	57.768	6,25
3	2021	56.259	(2,61)
4	2022	53.672	(4,60)
5	2023	51.470	(4,10)

Source: PT Telkom Indonesia Medan City (2024)

Based on table 1. above, it can be seen that Indihome users in Medan City have fluctuated throughout the last 5 years, but the majority have decreased. As in 2021, the decline occurred by 2.61%, which means that 1,509 consumers have stopped using Indihome, as well as in 2022 which experienced a decrease of 4.60%, which means that 2,587 consumers have stopped using Indihome that year, and the decline occurred again in 2023 by 4.10% from the previous year, which means that 2,202 consumers decided not to use Indihome that year. Although the decline is not too significant, if it does not receive attention from the company, it will have a negative impact on the company's performance. The decline in the number of Indihome users in Medan City over the past four years indicates that there has been a decrease in customer satisfaction with the Indihome products they use, both in terms of Indihome prices, network quality, services, programs, messages and media.

According to Tjiptono (2017), customer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are well met. This problem is also supported by a pre-survey research to 30 Indihome users in Medan City to describe the condition of customer satisfaction. Based on the results of the pre-survey, it is known that the overall condition of customer satisfaction of Indihome users in Medan City can be said to be still low, this can be seen from the large number of Indihome users who give a tendency to answer no, which is 78%. The cause of low user satisfaction can be explained by the quality of the Indihome network that is not in accordance with customer expectations, out of 30 respondents who gave responses, 26 people answered no or 87%. From the results of the pre-survey questionnaire, it is also necessary to get overall attention to what things can increase user satisfaction in order to increase consumer loyalty in using Indihome.

Relationship marketing is a continuous process, where companies are proactive in implementing various strategies in maintaining existing customers through effective communication (Priansa, 2017). Relationship marketing that is established in earnest will result in high satisfaction from consumers. Relationship marketing influences the creation of customer satisfaction by building relationships with Indihome users according to the needs and desires of consumers in the form of products and services. Relationship marketing done seriously will result in high customer satisfaction. Currently, many customers are critical and selective in taking purchasing actions. This can be triggered by the number of companies offering the same products and quality, facing such competition, the company must be able to provide quality products at competitive prices and provide better service than its competitors.

Based on the observation, it is known that several Indihome Medan customers tend to have the same complaint with the reason that the network connection is broken or slow. Indihome in Medan City handles customer complaints who come directly to Telkom Medan or who directly call the Indihome call center, but Indihome users feel that the services provided by Indihome user services are inadequate and not solutive. This is because the solutions provided by Indihome sometimes cannot solve the problems faced by Indihome users and do not make consumers feel satisfied. So this indicates that the Indihome company's relationship marketing to Indihome users in Medan City is still not going well / not optimal. This problem is also supported by a pre-survey research to 30 Indihome users in Medan City to describe the condition of relationship marketing that has been carried out by Indihome.

Based on the results of the pre-survey, it is known that the condition of relationship marketing between companies and Indihome users in Medan City as a whole can be said to be ineffective, this can be seen from the fact that there are still consumers who give a tendency to answer no, which is 63%. The cause of ineffective relationship marketing can be explained from Indihome employees / officers who are not skilled at work, such as there are still Indihome sales teams who do not master the products being sold, so they seem to be able to get customers, even though not all customers need their tripleplay solutions. Of the 30 respondents who gave responses, 21 people answered no or 70%.

Consumer trust is an assessment of one's relationship with others who will carry out certain transactions in accordance with expectations in an environment full of uncertainty (Priansa, 2017). Consumer trust is a perception that arises from consumers of the product, the attributes of the benefits they get from the product. High and low consumer trust can provide satisfaction to the company, trust can create positive value for consumer satisfaction. The phenomenon that occurs in the field is that there are still many consumers who complain about interference with the Indihome network, such as the sudden loss of internet connection, or a slow network even though it has been upgraded to 20mbps, resulting in consumers being forced to switch to another company to get the product they want or make consumers stop using Indihome, which of course affects Indihome's sales, due to certain circumstances or events that are not in accordance with what consumers expect and for this reason there are also consumers who do not believe that Indihome can fulfill consumer desires according to product specifications as they want.

This problem is also supported by a pre-survey research to 30 Indihome users in Medan City to describe the condition of consumer trust in Indihome. Based on prasurei, it

can be seen that the overall condition of consumer confidence in Indihome products can be said to be still low, this can be seen from the fact that there are still consumers who give a tendency to answer no, which is 81%. The cause of low consumer confidence can be explained by customers not being able to report disturbances, complaints, and complaints at Indihome easily and quickly, out of 30 respondents who gave responses, 26 people answered no or 87%. The suboptimal quality provided by Indihome affects the value of the Indihome brand, such as customer complaints due to slow technical service, services sometimes not in accordance with requests, the existence of a policy of using quotas, the Indihome network. Policy of using quotas, Indihome network delays and suddenly disconnects while being used. This relates to the quality of the network and the way the company builds the strength of the brand experience which will have an impact on the decision-making process.

Apart from relationship marketing and customer trust factors, the next factor that can also affect customer satisfaction is price competition, price is the amount of money and services (or goods) that buyers exchange for a choice of products and services provided by the seller (Saparso, 2021). If the price set by a company is not in accordance with the benefits of the product, it can reduce the level of customer satisfaction, and vice versa, if the price set by a company is in accordance with the benefits received, it will increase customer satisfaction, consumers who have a high level of satisfaction make consumers make repeat purchases regularly. Here is a price list of Indihome package options along with prices from several other brands from competing companies.

Table 2. Price List

No	Brand	Price/Month (Rp)			
		20Mbps	30Mbps	50Mbps	100Mbps
1	Fisrt Media	-	-	230.000	430.000
2	XL Fiber	-	-	259.000	318.000
3	Oxygen	-	-	414.000	609.000
4	MNC Play	329.000	399.000	499.000	779.000
5	Indihome	380.000	475.000	515.000	825.000

Source: Indihome, MncPlay, SatuXL, FirstMedia, HomeOxygen (2024)

These prices are taken into consideration by consumers in deciding to make a purchase. This is because many consumers think that the price set for Indihome products is still too expensive when compared to the prices of several other competing products. Meanwhile, the policy in pricing could be due to increasingly fierce competition which has an impact on the price of internet packages. Based on the Top Brand Index (TBI) Indihome in the service category is worth 8.50% lower than other brands, this TBI parameter is based on mind share, market share, and commitment share. The low TBI value on Indihome shows low consumer satisfaction which includes satisfaction with the brand. Consumer satisfaction

with the brand will have a strong relevance to the company's relationship with customers, a high level of trust from each customer, and price competition in the market. This problem is also supported by a pre-survey research to 30 Indihome users in Medan City to describe the price competition between Indihome products and other products.

Based on the results of the pre-survey, it is known that the condition of price competition for Indihome products as a whole can be said to be still ineffective, this can be seen from the fact that there are still consumers who give a tendency to answer no, which is 76%. The reason for the ineffectiveness of price competition can be explained by the fact that Indihome products do not have higher speeds than other providers and the package prices offered by Indihome vary but are not in accordance with the needs and are difficult for consumers to afford, of the 30 respondents who gave responses, 23 people answered no or 77%. Based on the above phenomenon, the authors are interested in discussing it further in a study entitled "Analysis of Relationship Marketing, Customer Trust, Price Competition on Consumer Satisfaction of Indihome Users in Medan City".

2. LITERATURE REVIEW

A. Customer Satisfaction (Y)

According to Sopiah and Sangadji (2016), satisfaction can be interpreted as the similarity between the performance of products and services received and the performance of products and services expected by customers. According to Suryati (2015), customer satisfaction is the level at which an achievement of the performance of a product received by the customer is the same as the customer's own expectations. Satisfaction is generally defined as a feeling, which results from the process of evaluating what has been received against what is expected from consumers for the use of a product or service.

B. Relationship Marketing (X₁)

Relational marketing is a philosophy of doing business that focuses on improving services for existing customers compared to finding new customers. Relationship marketing is a continuous process, where companies are proactive in implementing various strategies in maintaining existing customers through effective communication (Priansa, 2017). According to Haryanto (2023) relationship marketing is a marketing approach that places a focus on long-term relationships between companies and their customers. Relational marketing strategies aim to create value for customers by building strong relationships, building trust, and providing a positive experience.

According to Kotler and Armstrong (2016), relationship marketing is creating, maintaining, and enhancing strong relationships with customers and other stakeholders.

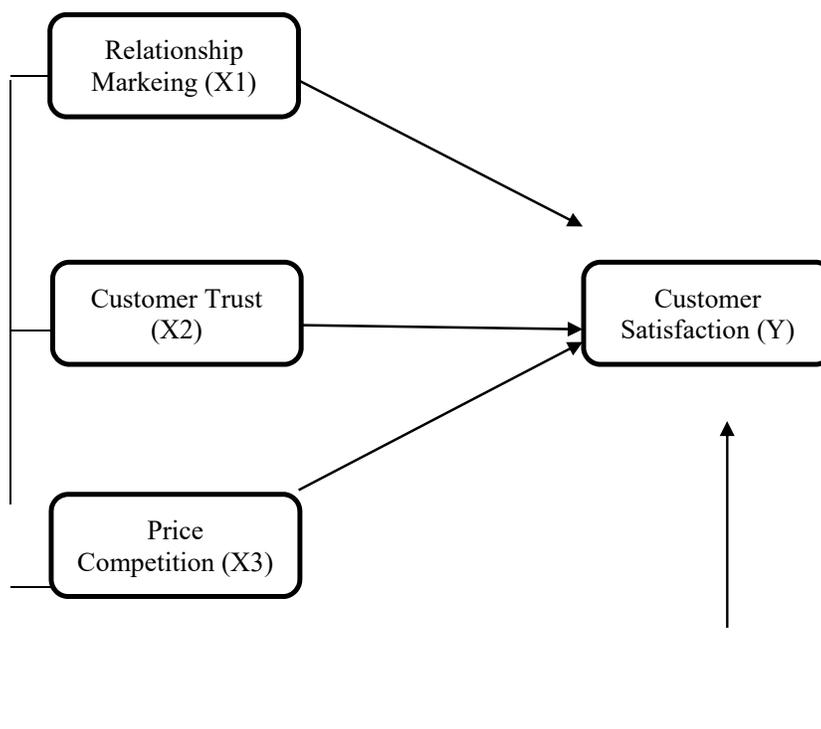
C. Customer Trust (X₂)

Customer trust is an assessment of one's relationship with others who will carry out certain transactions in accordance with expectations in an environment full of uncertainty (Priansa, 2017). According to Kotler & Keller (2016) the definition of trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors. Such as company competence, integrity, honesty and kindness. Meanwhile, Djumarno and Hendrawan (2016) explain that trust is the belief of a company in another company that the other company will provide a positive outcome for the company. According to Sangadji and Sopiah (2016), trust is the strength of knowledge that consumers have and all conclusions made by consumers that products or services have objects, attributes and benefits.

D. Price Competition (X₃)

According to Kotler and Armstrong (2016), price is the amount of money charged for a product or service, or the amount of value exchanged by consumers to benefit from owning or using a product or service. According to Abdurrahman (2018), defines that in simple terms the price is an amount of money that serves as a medium of exchange to obtain a product or service. Price can also mean determining the value of a product in the minds of consumers. Price is the amount paid by a consumer to purchase or replace a product. The amount a customer must pay for a desired product is a key measure of an economic system in which price affects the distribution of factors of production. Price and price changes are difficult problems in sales (Ismanto, 2020).

2.5. Conceptual Framework



Source: Researcher (2024)

Figure 1. Conceptual Framework

3. RESEARCH METHOD

A. Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2021).

B. Data source

This research uses primary and secondary data sources, as follows:

- a. According to Sugiyono, (2021), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.

- b. According to Sugiyono, (2021), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data.

C. Research Population and Sample

According to Sugiyono, (2021) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study are all Indihome users in Medan City in 2023 which amounted to 51,470 users. According Sugiyono (2021) states that the sample is part of the number and characteristics of the population. As for this research, sampling using purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2021). The considerations include:

- a. Respondents who were sampled were Indihome users who were still registered.
- b. Respondents who were sampled were Indihome users for more than 1 year.
- c. Respondents who were sampled were Indihome users who were willing to participate in this study.
- d. Respondents who were sampled in this study were Indihome users who were more than 18 years old.

Based on the Slovin formula used, it is known that the number of samples used in this study is 100 people / respondents.

3. RESULTS AND DISCUSSION

A. Respondent Characteristics

Table 3. Characteristics of Respondents

No.	Characteristic	Description	Number of Respondents
1.	Age	< 25 year	10 (10%) respondents
		26-35 year	31 (32%) respondents
		>35 year	58 (58%) respondents
2.	Gender	Male	65 (65%) respondents
		Female	35 (35%) respondents
3.	Education	SD/SMP	5 (5%) respondents
		SMA	24 (24%) respondents
		D3	17 (17%) respondents
		S1	30 (30%) respondents
		S2	14 (14%) respondents
4.	Based on occupation	PNS	29 (29%) respondents
		Private employee	16 (16%) respondents
		Self-employed	30 (30%) respondents
		Student	7 (7%) respondents

	Freelance	18 (18%) respondents
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Source: Processed by researchers (2024)

B. Validity and Reliability Test Results

Table 4. Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,523	Valid
X1.2	0,490	Valid
X1.3	0,846	Valid
X1.4	0,565	Valid
X1.5	0,602	Valid
X1.6	0,598	Valid
X2.1	0,476	Valid
X2.2	0,574	Valid
X2.3	0,816	Valid
X2.4	0,567	Valid
X2.5	0,693	Valid
X2.6	0,419	Valid
X2.7	0,383	Valid
X2.8	0,701	Valid
X2.9	0,535	Valid
X2.10	0,693	Valid
X3.1	0,724	Valid
X3.2	0,477	Valid
X3.3	0,561	Valid
X3.4	0,534	Valid
X3.5	0,642	Valid
X3.6	0,418	Valid
X3.7	0,468	Valid
X3.8	0,577	Valid
Y.1	0,741	Valid
Y.2	0,578	Valid
Y.3	0,723	Valid
Y.4	0,526	Valid
Y.5	0,557	Valid
Y.6	0,665	Valid
Y.7	0,684	Valid
Y.8	0,587	Valid
Y.9	0,502	Valid
Y.10	0,471	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation value > 0.361 , so the data is declared valid.

Table 5. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Relationship Marketing (X1)	0,826	Reliable
2	Customer Trust (X2)	0,867	
3	Price Competition (X3)	0,824	
4	Customer Satisfaction Y)	0,875	

Source: Processed by researchers (2024)

Based on the table above, it is known that the Cronbach's alpha value for all research variables online customer review, influencer endorsement, price perception, purchasing decision > 0.60, it can be said that the overall reliability test results are reliable (reliable)

C. Normality Test Results

Table 6. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.91884218
Most Extreme Differences	Absolute	.064
	Positive	.049
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200^{c,d}

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is 0.200 > 0.05 so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

D. Multicollinearity Test Results

Table 7. Multicollinearity Test Results

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	2.134	1.945		
	Relationship Marketing	.217	.089	.645	1.551
	Customer Trust	.596	.058	.578	1.731
	Price Competition	.286	.067	.653	1.532

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10 , and the Tolerance value for each variable is > 0.10 , so it can be concluded that there is no multicollinearity.

E. Heteroscedasticity Test Results

Table 8. Glejser Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.446	1.101		3.130	.002
	Relationship Marketing	-.024	.050	-.059	-.470	.640
	Customer Trust	.014	.033	.056	.424	.673
	Price Competition	-.037	.038	-.122	-.977	.331

Source: Processed by researchers (2024)

Based on the Glejser test table above, the significance value of the three independent variables is $>$ from 0.05, it can be concluded that there is no heteroscedasticity.

F. Multiple Linear Regression Test Results

Table 9. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	2.134	1.945		
	Relationship Marketing	.217	.089	.645	1.551
	Customer Trust	.596	.058	.578	1.731
	Price Competition	.286	.067	.653	1.532

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = 2,134 + 0,217 X_1 + 0,596 X_2 + 0,286 X_3 + e$$

This can be seen in the following information:

1. Constant Value = 2.134, The constant value of 2.134 indicates that if the independent variable is constant or constant, then customer satisfaction is worth 2.134 units, which means that without the independent variable, customer satisfaction will remain at 2.134 units.
2. Value of $\beta_1 = 0.217$, The value of β_1 shows a value of 0.217 and has a positive regression coefficient sign, this indicates a unidirectional influence between the relationship marketing variable and the customer satisfaction variable, which means that if there is an increase or increase in the relationship marketing variable with the assumption that the customer trust and price competition variables are constant or constant, then customer satisfaction will increase by 0.217 units or by 21.7%.

3. Value of $\beta_2 = 0.596$, The β_2 value shows a value of 0.596 and has a positive regression coefficient sign, this indicates a unidirectional influence between the customer trust variable and the customer satisfaction variable, which means that if there is an increase or increase in the customer trust variable with the assumption that the relationship marketing and price competition variables are constant or constant, then customer satisfaction will increase by 0.596 units or 59.6%.
4. Value of $\beta_3 = 0.286$, The value of β_3 shows a value of 0.286 and has a positive regression coefficient sign, this indicates a unidirectional influence between the price competition variable and the customer satisfaction variable, which means that if there is an increase or increase in the price competition variable with the assumption that the relationship marketing and customer trust variables are constant or constant, then customer satisfaction will increase by 0.286 units or 28.6%.

G. T-test Results (Partial Test)

Table 10. T-test Results (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.134	1.945		1.097	.275
	Relationship Marketing	.217	.089	.143	2.444	.016
	Customer Trust	.596	.058	.630	10.213	.000
	Price Competition	.286	.067	.250	4.301	.000

Source: Processed by researchers (2024)

Based on the t-test results above, the t-table value = at n-k (100-4) is 96 at a significant level of 5% (0.05) is 1,66. Thus, to find out partially, the following explanation can be described:

1. The effect of relationship marketing on customer satisfaction

The results of the t test analysis of the relationship marketing variable show the t value of 2.444 with a significant level of 0.016. Because t count (2.444) > t table (1.66088) and sig level (0.016) < 0.05, it can be concluded that partially relationship marketing has a positive and significant effect on customer satisfaction of Indihome users in Medan City.

2. The effect of customer trust on customer satisfaction

The results of the t test analysis of the customer trust variable show the t value of 10.213 with a significant level of 0.000. Because t count (10.213) > t table (1.66088) and sig level (0.000) < 0.05, it can be concluded that partially customer trust has a

positive and significant effect on customer satisfaction of Indihome users in Medan City.

3. The effect of price competition on customer satisfaction

The results of the t test analysis of the price competition variable show a t value of 4.301 with a significant level of 0.000. Because t count (4.301) > t table (1.66088) and sig level (0.000) < 0.05, it can be concluded that partially price competition has a positive and significant effect on customer satisfaction of Indihome users in Medan City.

H. Test Results (Simultaneous Test)

Table 11. F-Test Results (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3153.596	3	1051.199	119.646	.000^b
	Residual	843.444	96	8.786		
	Total	3997.040	99			

Source: Processed by researchers (2024)

Based on the results of the SPSS output above, it shows the calculated F-count of 119.646 with a significance level of 0.000 and these results explain that the calculated F-count (119.646) > F-table (2.70) with a sig level (0.000) < 0.05 which means that simultaneously relationship marketing, customer trust, and price competition have a positive and significant effect on customer satisfaction of Indihome users in Medan City.

I. Determination Test Results

Table 12. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888a	.789	.782	2.96410
a. Predictors: (Constant), Price Competition, Relationship Marketing, Customer Trust				
b. Dependent Variable: Kepuasan Konsumen				

Source: Processed by researchers (2024)

Based on the table above, it can be seen that the calculation results of R² in multiple linear regression analysis obtained a coefficient of determination (Adjusted R Square) of 0.782, which means that 78.2% of the influence of relationship marketing variables, customer trust, and price competition on customer satisfaction of Indihome users in Medan City, while the remaining 21.8% of the dependent variable is explained by other variables not discussed in this study.

4. CONCLUSIONS AND SUGGESTIONS

A. conclusion

Based on the results of the research and discussion, the following conclusions can be drawn:

1. The relationship marketing variable has a t value (2.444) > t table (1.66088) and sig level (0.016) < 0.05, it can be concluded that partially relationship marketing has a significant effect on customer satisfaction of Indihome users in Medan City.
2. Customer trust variable has a t value (10.213) > t table (1.66088) and sig level (0.000) < 0.05, it can be concluded that partially customer trust has a significant effect on customer satisfaction of Indihome users in Medan City.
3. Price competition variable has a t value (4.301) > t table (1.66088) and sig level (0.000) < 0.05, it can be concluded that partially price competition has a significant effect on customer satisfaction of Indihome users in Medan City.
4. Relationship marketing, customer trust, and price competition variables have a value of F count (119.646) > F table (2.70) with a sig level (0.000) < 0.05, which means that simultaneously relationship marketing, customer trust, and price competition have a significant effect on customer satisfaction of Indihome users in Medan City.

B. Suggestion

Based on the conclusions obtained from the above research, the following suggestions are made:

1. In relationship marketing variables measured using 3 (three) indicators on average fall into the high category, and the indicator that has the lowest average value is the “technology” indicator, so it is recommended that the Company be able to develop technology to improve the quality of the telephone network so as to minimize interference with television and sound quality on the telephone, so that Indihome products can be used with several televisions so that they can compete with other companies, and develop technology to increase the capacity of installing Indihome products on a Telkom pole so that it can be used by all homes who want to install it.
2. In the customer trust variable which is measured using 5 (five) indicators, on average, it falls into the high category, and the indicator that has the lowest average value is the “claims” indicator, so it is recommended that companies be able to provide good service that has been promised before without discriminating against consumers or customers, and always listen to customer complaints readily and provide advice to consumers or customers so that these complaints can be resolved,

by finding the right and quick solution to resolve customer complaints, then immediately evaluating complaints that have been handled to avoid similar complaints in the future, then moving quickly to resolve these customer complaints by improving product quality and service. 3.

3. In the price competition variable as measured using 4 (four) indicators, on average, it falls into the high category, and the indicator that has the lowest average value is the “demand” indicator, so it is recommended that the Company be able to improve or improve product quality such as improving internet connection interference and internet speed felt by consumers in using Indihome services so as to increase customer satisfaction, by providing hardware such as quality routers, updating software and drivers regularly, and using Wi-Fi repeaters or extenders.
4. In the customer satisfaction variable measured using 5 (five) indicators, on average, it falls into the high category, and the indicator that has the lowest average value is the “confirmation” indicator, so it is recommended that companies must make continuous improvements not only in relationship marketing, customer trust and price competition but also the maintenance or after sales service process. In addition to using existing applications, it can also use social media to confirm to customers both regarding complaints, suggestions and discussions so that improvements occur.

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