The Influence of Service Quality and Customer Experience on Customer Loyalty with Customer Satisfaction as an Intervening Variable (A Study of IndiHome Users in the Community of Pandau Jaya Village)

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Abstract

IndiHome is an integrated digital service that provides fiber-optic internet, landline telephone, and IPTV. Since July 1, 2023, it has been integrated into Telkomsel under the Fixed Mobile Convergence (FMC) strategy. This study aims to analyze the influence of Service Quality and Customer Experience on Customer Loyalty, with Customer Satisfaction serving as a mediating variable, among IndiHome users in Pandau Jaya Village, Siak Hulu District, Kampar Regency. Employing a quantitative approach and utilizing SmartPLS 3.3.3 for data analysis, the findings indicate that both Service Quality and Customer Experience have a significant positive effect on Customer Satisfaction. Furthermore, Customer Satisfaction significantly affects Customer Loyalty. However, the direct effects of Service Quality and Customer Experience on Customer Loyalty are not statistically significant. The results suggest that both independent variables exert significant indirect effects on loyalty through satisfaction. The model accounts for 86.9% of the variance in Customer Satisfaction and 55.4% of the variance in Customer Loyalty.

INTRODUCTION

In the digital era, the demand for fast and reliable internet access has become essential for communities in both urban and rural areas. As internet usage continues to grow in Indonesia, telecommunications companies have increasingly focused on the Internet Service Provider (ISP) sector, which has expanded rapidly due to advancements in fiber-optic and wireless technologies (Muzzamil et al., 2017).

Despite the growing internet penetration, the We Are Social report (2024) notes that approximately 63.5 million Indonesians remain unconnected to the internet (Hermawan et al., 2023). On the other hand, the Indonesian Consumers Foundation (Yayasan Lembaga Konsumen Indonesia, YLKI) reports that the telecommunications sector

ranks third in terms of the highest number of consumer complaints, particularly related to internet network issues, with IndiHome being the most frequently reported provider

According to the World Bank, IndiHome managed by PT Telkom Indonesia controls 87% of the fixed broadband market in Indonesia, positioning it as the dominant player in the home internet industry. In the first half of 2024, Telkomsel reported strong revenue growth, driven primarily by its digital business sector.

Pre-survey results in Pandau Jaya Village show that 59.2% of respondents use IndiHome, indicating a high level of market dominance and customer loyalty toward the service. This is supported by factors such as service quality and customer experience, which, according to theoretical frameworks, significantly influence customer satisfaction and loyalty.

In today's highly competitive business environment—particularly in the service sector—it is essential to understand how service quality and customer experience influence customer loyalty. Service quality plays a crucial role in determining customer satisfaction levels. It reflects how customers evaluate the excellence and overall performance of a service. In other words, the higher the quality of service delivered, the greater the level of satisfaction perceived by customers (Ghazali Munandar, 2020). Research on customer experience has shown that customers who have pleasant and memorable interactions with a service are more likely to remain loyal. This highlights the vital role of customer experience in influencing both customer loyalty and satisfaction (Ryegi Anandia & Youmil Abrian, 2024). The intense competition within the telecommunications industry has prompted companies to compete by offering the best possible service to their customers. The success of a service provider largely depends on the strength of its relationship with customers. If a company is able to establish and maintain high-quality customer relationships, this can make a significant contribution to building customer loyalty (Muhamad Firmansyah, 2024)

LITERATURE REVIEW
Service quality

Service quality refers to the performance delivered by one party to another, typically in the form of a service. This performance can be interpreted as the value or benefit offered by a company to its customers, beginning from the product selection process to the procedures involved in service delivery or exchanges. (Linardi, 2019) Service quality can exist in a dynamic or stable state, closely related to aspects such as form, context, products, services, and human resources. Its ultimate goal is to meet or even exceed the expected level of service benefits. (Manengal, 2021)

Costumer experience

Customer experience can be defined as the overall impression formed by customers during their interactions with a business, particularly throughout the purchasing process. This impression is shaped by various factors perceived by the customer, such as the quality of service, product quality, and the ease of transaction. For companies, understanding customer experience is crucial, as it provides valuable insights for improving service quality and fostering stronger relationships with customers. (Yosephine Simanjuntak, 2020)

Costumer Satisfaction

Customer satisfaction represents the emotional response of consumers resulting from a comparison between their expectations and the actual performance of a product or service. When customers perceive that the value they receive meets or exceeds their expectations, they are more likely to continue their relationship with the brand and remain loyal over time. (Agung Irsyad Trilaksono, 2023)

Costumer Loyalty

Customer loyalty is the commitment of customers to continue using or repurchasing a product or service, even when there are many alternative options available or factors that could influence their decision. This loyalty reflects the customer's commitment to a brand, store, or service provider, which is driven by positive experiences and is evident in their consistent purchasing behavior. (Tjiptono, 2020)

Conceptual Framework

Figure 1. Conceptual Framework
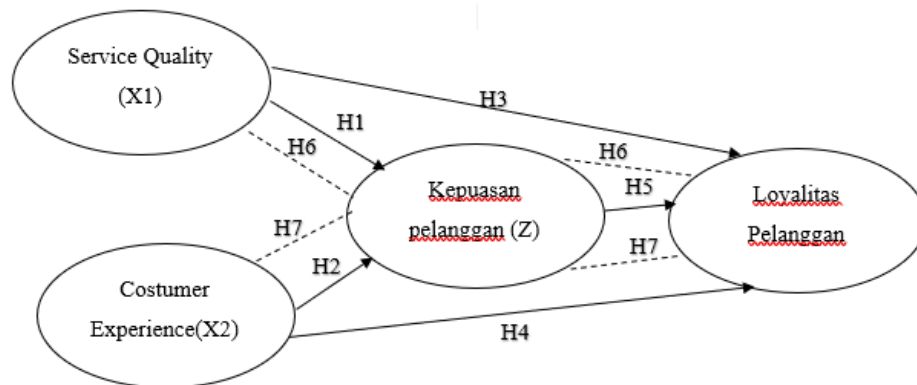
Source : Research Data (2024)

METHOD

A. Population and Sampling Method

Population refers to the group of individuals or objects that possess specific characteristics and quantities as determined by researchers for the purpose of study and conclusion drawing (Shen Shen & Eso Hernawan, 2024). The population in this study consists of IndiHome users residing in Pandau Jaya Village, Siak Hulu District, Kampar Regency. Specifically, the population includes individuals who have previously subscribed to services provided by PT Telekomunikasi Selular and are currently active IndiHome subscribers.

Sample refers to a subset of the population that possesses the same characteristics and serves as a representative of the entire population to be studied (Rohman et al., 2023). This study employs the Simple Random Sampling method, which gives each element in the population an equal chance of being selected and is conducted randomly without considering population strata. This technique is used because it allows researchers to obtain an accurate and representative sample from the population (Nainggolan et al., 2023).

B. Variable Data Measurement Method

This study employs the Likert scale as the method for data measurement. The Likert scale is used to assess the attitudes, opinions, and perceptions of individuals or groups toward a particular social phenomenon (Sugiyono, 2015). The following table presents the weight assigned to each statement in the questionnaire:

Table 1. Measuring Instrument Classification Table

Classification	Description	Score	Interval
SA	Strongly Agree	5	80% – 100%
A	Agree	4	60% – 79.99%
FA	Fairly Agree	3	40% – 59.99%
D	Disagree	2	20% – 39.99%
SD	Strongly Disagree	1	< 20%

Source: Sugiyono (2015:107)

For testing in this research, used:

1. Outer Model Analysis

The outer model analysis is used to evaluate the validity and reliability of the measurement model in a study (Iniehaves & Ortbach, 2016). Its primary focus is on the latent variables and the indicators used to measure these latent variables. This analysis includes several key components:

    a.   Convergent Validity

       Convergent validity is a component of construct validity that assesses how well an indicator or item correlates with the underlying construct it is intended to measure. An indicator is considered to have a strong correlation if its loading factor exceeds 0.7. However, according to Chin (2017), as cited in Ghozali (2013), an outer loading value between 0.5 and 0.6 is still acceptable.

b. Discriminant Validity

Discriminant validity is a method for assessing the accuracy of indicators in a reflective measurement model based on cross-loading values with constructs. If a construct has a higher correlation with its associated indicators compared to other constructs, the indicators are considered to more accurately measure the intended construct.

c. Composite Reliability

Composite reliability is used to measure how consistently a construct is represented by its indicators or items in a reflective measurement model. It is commonly assessed through internal consistency and Cronbach's Alpha. A composite reliability score above 0.70 indicates that the construct has high reliability.

d. Cronbach's Alpha

Cronbach's Alpha is a reliability measurement method used to evaluate how consistently an instrument or scale measures a construct. A high alpha value indicates that the instrument is reliable and can be trusted to produce stable results.

2. Inner Model Analysis

This analysis, in the context of Structural Equation Modeling (SEM), focuses on describing the relationships between latent variables based on the underlying substantive theory. In this context, several metrics can be used to evaluate how well the model fits the observed data. The inner model can be assessed using the following methods:

a. R-Square (R^2) is used to evaluate the explanatory power of the dependent constructs. A higher R^2 value indicates a better level of predictive accuracy for the endogenous variables.

b. t-test and significance values are employed to examine the accuracy and relevance of the path coefficients in the structural model. These tests help determine whether the relationships between constructs are statistically significant.

3. Hypothesis Test

A hypothesis is a question or assumption that underlies the motivation for conducting a research study. In carrying out research, a well-formulated hypothesis is essential, as it enables the researcher to determine the appropriate techniques for testing the proposed hypothesis. (Yuliawan, 2021) In this test, both the t-statistic and probability (p-value) are examined. When using the statistical value approach, a critical value of 1.96 is applied for a 5% significance level ($\alpha = 0.05$). Therefore, the hypothesis H_a is accepted and H_0 is rejected if the t-statistic > 1.96. Alternatively, when using the probability value, H_a is accepted if the p-value < 0.05.

RESULTS AND DISCUSSION

A. Outer Model Results

a. Convergent Validity

Table 1. validity Results

No	Variabel	Indikator	Nilai Loading	Keterangan
1	Service quality	X1.1	0,752	Memenuhi Convergent Validity
		X1.2	0,719	Memenuhi Convergent Validity
		X1.3	0,857	Memenuhi Convergent Validity
		X1.4	0,871	Memenuhi Convergent Validity
		X1.5	0,718	Memenuhi Convergent Validity
2	Customer Experience	X2.1	0,719	Memenuhi Convergent Validity
		X2.2	0,704	Memenuhi Convergent Validity
		X2.3	0,913	Memenuhi Convergent Validity
		X2.4	0,885	Memenuhi Convergent Validity
		X2.5	0,728	Memenuhi Convergent Validity
3	Kepuasan Pelanggan	Z.1	0,885	Memenuhi Convergent Validity
		Z.2	0,809	Memenuhi Convergent Validity
		Z.3	0,844	Memenuhi Convergent Validity
		Z.4	0,795	Memenuhi Convergent Validity
		Z.5	0,805	Memenuhi Convergent Validity
4	Loyalitas Pelanggan	Y.1	0,733	Memenuhi Convergent Validity
		Y.2	0,750	Memenuhi Convergent Validity
		Y.3	0,763	Memenuhi Convergent Validity
		Y.4	0,821	Memenuhi Convergent Validity
		Y.5	0,740	Memenuhi Convergent Validity

Source: Processed Primary Data Output, 2025

b. Discriminant Validity

Table 2. Cross Loading

Indikator	Service quality (X1)	Customer Experience (X2)	Loyalitas Pelanggan (Y)	Kepuasan Pelanggan (Z)
X1.1	**0,752**	0,655	0,449	0,603
X1.2	**0,719**	0,443	0,593	0,562
X1.3	**0,857**	0,91	0,534	0,851
X1.4	**0,871**	0,717	0,686	0,879
X1.5	**0,718**	0,566	0,525	0,632
X2.1	0,452	**0,719**	0,524	0,545
X2.2	0,587	**0,704**	0,612	0,574
X2.3	0,842	**0,913**	0,522	0,841
X2.4	0,803	**0,885**	0,526	0,825
X2.5	0,633	**0,728**	0,403	0,636
Y.1	0,543	0,476	**0,733**	0,594
Y.2	0,513	0,453	**0,750**	0,526
Y.3	0,543	0,556	**0,763**	0,590
Y.4	0,599	0,548	**0,821**	0,602
Y.5	0,520	0,431	**0,740**	0,488
Z1	0,862	0,718	0,691	**0,885**
Z2	0,712	0,684	0,619	**0,809**
Z3	0,814	0,904	0,528	**0,844**
Z4	0,669	0,688	0,494	**0,795**
Z5	0,710	0,618	0,708	**0,805**

Source: Processed Primary Data Output, 2025

c. Composite Reliability and Cronbach's Alpha

Table 3. Composite Reliability and Cronbach's Alpha Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Costumer Experience (X2)	0.850	0.866	0.894	0.632
Kepuasan Pelanggan (Z)	0.885	0.890	0.916	0.686
Loyalitas Pelanggan (Y)	0.819	0.822	0.874	0.581
Service Quality (X1)	0.844	0.863	0.889	0.618

Source: Processed Primary Data Output, 2025

B. Inner Model Analysis
a. R-Square (R^2)

Table 4. R-Square (R^2) Results

Variabel	R-Square
Kepuasan Pelanggan	0.869
Loyalitas Pelanggan	0.554

Source: Processed Primary Data Output, 2025

Based on the data presented, the construct of customer satisfaction can be explained by the variables of service quality, customer experience, and customer loyalty by 86.9% (R^2 = 0.869), while the remaining 13.1% is attributed to other variables outside the research model. Similarly, the construct of customer loyalty can be explained by service quality, customer experience, and customer satisfaction by 55.4% (R^2 = 0.554), with the remaining 44.6% influenced by other external factors not included in this study.

C. Hypothesis test results

Table 5. Direct Effect

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Costumer Experience (X2) -> Kepuasan Pelanggan (Z)	0.346	0.352	0.084	4.113	0.000
Costumer Experience (X2) -> Loyalitas Pelanggan (Y)	-0.031	0.011	0.211	0.149	0.882
Kepuasan Pelanggan (Z) -> Loyalitas Pelanggan (Y)	0.532	0.515	0.185	2.878	0.005
Service Quality (X1) -> Kepuasan Pelanggan (Z)	0.620	0.617	0.085	7.297	0.000
Service Quality (X1) -> Loyalitas Pelanggan (Y)	0.255	0.241	0.197	1.294	0.199

Source: Processed Primary Data Output, 2025

1. **The Influence of Service Quality on Customer Satisfaction**
   Service quality, defined as the delivery of benefits in accordance with standards (Putri, 2020), is measured through indicators such as tangibles, reliability, responsiveness, assurance, and empathy (Nizwar et al., 2024), and received a response score of 87.56% (very satisfactory). Hypothesis testing results show that service quality has a significant influence on customer satisfaction (Original Sample = 0.620; t = 7.297; p = 0.000 < 0.05). This finding supports Damsir (2019), who stated that service quality significantly influences customer satisfaction (t = 6.886).

2. **The Influence of Customer Experience on Customer Satisfaction**
   Customer experience, which includes the dimensions of sense, feel, think, act, and relate (Alma, 2017; Hisanuddin, 2022), achieved a score of 86.56% (categorized as very good). Hypothesis testing indicates a significant influence on customer satisfaction (Original Sample = 0.346; t = 4.113; p = 0.000 < 0.05). This result is consistent with J (2022), who found that customer experience significantly influences satisfaction (p = 0.005).

3. **The Influence of Service Quality on Customer Loyalty**
   Service quality does not have a significant influence on customer loyalty (Original Sample = 0.255; t = 1.294; p = 0.199 > 0.05). This finding contrasts with Khairina (2020), who reported a significant influence (p = 0.000). Optimization of service quality dimensions remains necessary to enhance customer loyalty.

4. **The Influence of Customer Experience on Customer Loyalty**
   Customer experience does not significantly influence customer loyalty (Original Sample = -0.031; t = 0.149; p = 0.882 > 0.05), differing from Mawardi (2018), who reported a significant influence (p = 0.003). It is recommended that customer experience be strengthened through enhanced experiential marketing dimensions.

5. **The Influence of Customer Satisfaction on Customer Loyalty**
   Customer satisfaction has a significant influence on customer loyalty (Original Sample = 0.532; t = 2.878; p = 0.005 < 0.05). This finding supports the results of Oktaviani (2019) and the theory by Kotler & Keller (2016), which assert that satisfaction drives loyalty.

Table 6. Indirect Effect

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
...mer Experience (X2) -> Kepuasan Pelanggan (Z) -> Loyalitas Pelanggan (Y)	0.184	0.183	0.080	2.315	0.023
...Quality (X1) -> Kepuasan Pelanggan (Z) -> Loyalitas Pelanggan (Y)	0.330	0.315	0.118	2.788	0.006

Source: Processed Primary Data Output, 2025

6. **The Influence of Service Quality on Loyalty through Satisfaction**
   Service quality influences customer loyalty through customer satisfaction (Original sample = 0.330; t = 2.788; p = 0.006 < 0.05). This finding supports Kusuma (2018), who stated that the indirect effect through satisfaction is significant (t = 2.642).

7. **The Influence of Customer Experience on Loyalty through Satisfaction**

Customer experience influences customer loyalty through customer satisfaction (Original sample = 0.184; t = 2.315; p = 0.023 > 0.05). This result aligns with Adriyanto (2023), who concluded that satisfaction mediates the relationship between customer experience and loyalty (p = 0.000).

CONCLUSION

This study investigated the influence of Service Quality and Customer Experience on Customer Loyalty with Customer Satisfaction as a mediating variable among IndiHome users in Pandau Jaya Village. The results of the structural equation modeling analysis indicate that both Service Quality and Customer Experience significantly affect Customer Satisfaction. High-quality services and positive customer experiences are essential in shaping customer satisfaction levels.

However, the direct influence of Service Quality and Customer Experience on Customer Loyalty was found to be insignificant. Instead, both variables indirectly affect Customer Loyalty through Customer Satisfaction, confirming the mediating role of satisfaction in the relationship. These findings suggest that improving service quality and enhancing customer experience are crucial strategies for increasing customer satisfaction, which in turn strengthens customer loyalty. This research underscores the importance for service providers, especially in the telecommunications sector, to focus on delivering consistent service excellence and meaningful customer experiences to foster long-term customer relationships.

Furthermore, the model demonstrates that 86.9% of the variation in Customer Satisfaction can be explained by Service Quality and Customer Experience, while 55.4% of the variation in Customer Loyalty is explained by Service Quality, Customer Experience, and Customer Satisfaction. The remaining variances are likely due to other unobserved factors not included in the model, such as price perception, brand image, or emotional attachment.

In conclusion, to improve customer loyalty, telecommunication providers such as IndiHome must prioritize not only high service standards but also customer-centric experiences that lead to satisfaction. The findings highlight the strategic importance of measuring and managing customer satisfaction as a bridge toward fostering long-term customer loyalty in a highly competitive digital service market.

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