



## The effect of service quality on Indosat product sales level at the Deliz Cell outlet

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### ABSTRACT

Analysis of Service Quality on Indosat Product Sales Level at Deliz Cell Outlets. This research is qualitative in nature, where in this study the focus of research is the community who uses Indosat products. In this study the authors use a descriptive problem formulation, where the researcher explores what is the basis and causes and social situations that occur in society towards loyalty using Indosat products. People who use Indosat products, their information or testimony is taken at one of the pulse outlets in the area of Jalan Setiabudi, Pamulang Timur with the brand Deliz Cell, and at the same time the outlet represents the data source or the resource person in this study including the researchers themselves. From the results of qualitative research conducted by Rianti, it is hoped that the author will get a bright spot and clarity on the real problems that occur in the social environment of Indosat product users who are loyal to the Indosat brand, and it is hoped that later they will get a concrete picture of why people tend to use Indosat products in particular. in the area of East Pamulang and its surroundings, more specifically, customers who shop at Deliz Cell outlets.

**Keywords:** Service Quality, Sales Level

## 1. INTRODUCTION

The development of business enterprises in the current era of globalization is increasingly rapid, this is indicated by the level of competition between companies that is getting higher and tighter (Sukawirantini & Farhaeni, 2019), in order to win the competition, every business is required to always be sensitive to changes that occur in the world. market and must be able to create creative ideas so that the products offered can be attractive to consumers, so that what consumers want can be fulfilled properly and the company can survive in winning the competition (Sumawardani et al., 2016). Marketing sector plays an important role in delivering products to consumers, this marketing field includes excellent service activities, price structures, promotions, and distribution systems, where each of

these activities supports each other's existence (Gusrizaldi & Komalasari, 2016).

Currently, there is also a very rapid development of communication technology in Indonesia, creating a new battle in the business world, especially in the field of telecommunication services. With a large population, Indonesia has become a potential product marketing area for companies engaged in products and services, especially telecommunications services (Putra, 2014).

Cellular cards have been known for a long time, by the people of Indonesia as a communication tool to support cellular phones or cellphones, various companies that serve cellular communications. Currently, Indonesia has 7 cellular operators, namely PT. Hutchison 3 Indonesia (Tri), PT. XL Axiata (XL),

PT. Indosat (Indosat), PT. Sampoerna Telekomunikasi Indonesia (Ceria), PT. Cellular Telecommunications (Telkomsel), PT. Smartfren and PT. Bakrie Telecom. This is a competition between operators in order to find a target market is getting tighter, with various languages, tricks and marketing strategies applied in publishing their products, operators are getting more creative in finding customers and market share. On the other hand, the more service providers or providers that appear, the more people become smart and observant in choosing a good brand or service provider, both in terms of quality, quality and perceived service (Yuniaris, 2011).

In the face of competition, service to consumers becomes very important for the life of a company, because without consumers, there will be no buying and selling transactions between the two (Sasangka, 2018). Sales play an important role in the existence of a company, Increased sales will increase the profitability of the company that is becoming indicators of a healthy company (Ricky et al., 2019). The services provided to consumers are a reflection of the good or bad of a company in the eyes of consumers. Service is one of the factors that can boost a company's market share (Hardjono & Winata, 2017).

The company's ability to sell its products determines success in making a profit, if the company is not able to sell then the company will experience losses (Hardjono & Winata, 2017). Therefore, of course, what will be the choice of smart customers later is a provider that is able to provide excellent service quality and the best network that is able to fulfill a customer's expectations and desires, according to the level of interest and needs (Putra, 2014).

Improving service quality is also a strategy in winning the competition. Offering products with relatively higher quality and relatively the same price as competitors can be capital for the company to expand its market share. One of the main values that customers expect from producers is the highest quality of service and services (Hamidah & Setiawan, 2014). Ramadani's research (2017) concludes that improving service quality can be provided by providing fast service so that customers don't wait too long to get what they want and if the service they want is fulfilled, buying and selling transactions can be carried out. The results of research by Suhandi et al., (2021) stated that service quality can be improved by providing clearer time estimates to customers and being committed to ensuring service time. The results of Riana's research (2021) strengthen the hypothesis that the perception of service quality has a positive effect on sales levels.

Service quality is an important component that must be considered, the term service quality certainly cannot be separated from the perception of quality. Service can be said to be of high quality or not actually quality based on the assessment of the services provided (Kamaludin et al., 2020). Sukawirantini & Farhaeni (2019) Quoting the opinion of Kotler, the level of sales is goods sold in the form of money for a

certain period of time which includes a good service strategy. Research on service quality and price is quite influential on sales, it is expected that companies pay attention to service quality and price (Bahari & Tissaeni, 2016). Ramli (2020) argues that to improve service quality, it can be done by increasing the attractiveness in terms of product quality by comparing other similar and similar products in the same class, so that optimal results can be obtained in terms of differentiating from other products but with the same features so as to attract consumers' interest.

Service quality is all forms of activities carried out by the company in order to meet consumer expectations. Service in this case is defined as the service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality aimed at the attitude and nature of providing services for customer satisfaction (Hardjono & Winata, 2017). Service quality is a dynamic condition related to products, services, processes, humans and the environment where the quality assessment is determined at the time of service delivery (Kamaludin et al., 2020).

Kamaludin et al., (2020) citing Zeithaml's opinion stating that the difference between perceptions and expectations is what is used as the basis for the Servqual scale, which is based on five quality dimensions, namely (1) tangibles, including employees, equipment, physical facilities and means of communication; (2) reliability, namely the ability to provide the promised service on time and satisfactorily; (3) responsiveness, the ability of staff to assist customers and provide responsive service; (4) assurance, including ability, free from danger, risk or doubt, and courtesy; (5) empathy, which includes an ease in making good communication relationships and understanding the needs of customers.

Sukawirantini & Farhaeni (2019) stated that in order to increase the level of sales, the company should always continue to improve the quality of service, by always bringing up new innovations or ideas, and it is also necessary to review product prices. Where the company should continue to do research or sales surveys about prices. The company can also educate about the benefits that will be obtained, such as improved customer service, better guarantees, increased materials used, this is so that the level of sales expected by the company can be achieved optimally.

Indosat is a cellular phone card provider company which is currently experiencing turbulence in the midst of intense competition. With the shift of customers from enlightened to informed informed and finally empowered, the type of customer that will be faced by Indosat-M3 as a new cellular service provider from Indosat is a very critical and very demanding customer. Transparent global information has also driven a shift in consumer behavior from wanting to need and then shifting to hope. The company sees that most of the customers it faces today are smart customers. If the company does not have the ability to meet consumer preferences and expectations, it will seek and get it from competitors, both direct and indirect

competitors. In other words, the consumer shift must be seen by the company carefully. Inaccuracy in seeing consumer changes and mistakes in anticipating these changes are certainly very fatal for the company. If this error occurs, it is possible that value migration will occur and consumers will leave the company for competitors (Komari, 2016).

Based on the reviews above, the authors are interested in analyzing service quality on the level of sales of Indosat products, but this research is limited to the area of Jalan Setiabudi and its surroundings by conducting a case study or data collection at one of the outlets in the Jalan Setiabudi Pamulang Timur area, namely the "Deliz Cell" outlet. "In this study, the author wants to get accurate information or a real picture of the consumption of Indosat products in the area.

## 2. RESEARCH FOCUS

The research is aimed at customers using Indosat cards (Mentari and IM3 cards), who always subscribe to pulse shopping at one of the outlets on Jalan Setiabudi, East Pamulang, where the researchers collect data or arguments from some credit buyers, in order to more accurately assess the results of the author's research. Because in qualitative research the priority is updating information or data that is developing in the field or social situations, then researchers can formulate problems to be discussed with a view to better understanding symptoms that are still unclear, unobservable, dynamic and complex, so that after examined to make it clearer what is in the social situation. There is also the formulation of the problem that the researcher puts forward:

1. What are the tips for serving customers in order to get satisfaction?
2. Does the quality of service affect customer satisfaction?
3. How is customer loyalty to Indosat products?
4. Does excellent service affect the level of sales?
5. Does the quality of service affect the intention to return?

## 3. SOCIAL SITUATION

The social situation studied in this study is a pulse outlet located on Jalan Setiabudi, East Pamulang, Pamulang District. a pulse outlet that happened to be Deliz Cell, this outlet has been operating since six years ago, to be precise, in July 2015 until now. and as direct resource persons for the owners and customers who shop, and the staff at the outlet as well as the researchers themselves who are participating as resource persons. And those who represent the sample in this study are all involved in the research process, namely customers, owners, guests, friends who visit the outlet including daily transaction data records at the outlet itself, as a reference material for comparing user levels from several providers. which exists.

## 4. LITERATURE REVIEW

### A. Quality of Service

Service quality according to Lupiyoadi & Hamdani (2006) can be defined how far the difference between reality and customer expectations for the services they receive or obtain. According to Syukri (2014) service is the company's ability to provide services accurately, reliable and trustworthy, responsible for what is promised, never give excessive promises and always give promises.

Nurhasyim in Lingga (2013) mentions several excellent service behaviors in the public sector as follows:

1. The best service from the government to customers or service users.
2. Excellent service exists when there is a service standard.
3. Excellent service if it exceeds the standard or equals the standard. Meanwhile, for those who do not have the best service standards, services that are close to what are considered standard services and services that are carried out optimally.
4. Customers are society in the broad sense of external and internal society.

Sukawirantini & Farhaeni (2019), citing Parasuraman's opinion, revealed that there are five main indicators that affect service quality, namely:

1. Direct Evidence (Tangibles)  
In a form of service quality that the company pays attention to, there is a dimension called tangibles or direct evidence. Direct evidence here can be interpreted as how the company's or producer's ability to show their existence or ability when dealing directly with consumers.
2. Reliability (reliability)  
Every employee has reliable abilities, knows about the ins and outs of work procedures, work mechanisms, corrects various deficiencies or irregularities. who are not in accordance with work procedures and are able to show and provide correct direction to any form of service that has not been understood by the community, so that it has a positive impact on the service.
3. Responsiveness  
The desire of staff and employees to help customers and provide responsive service. Responsiveness here means how the company responds to all things related to consumers.
4. Guarantee (assurance).  
In the field of marketing, assurance or guarantee is a company whose main business is receiving/selling services, transferring risk from other parties, and earning profits by sharing risk among a large number of its customers.
5. Empathy (empathy)  
The individual attention that the company gives to customers such as the ease of contacting the company, the ability of employees to communicate with customers is the definition of empathy in marketing.

Consumers feel the quality and satisfaction of the services provided, loyalty will be embedded by itself in the community and will have a good or positive impact in the future to always use products that are considered capable of providing expectations according to their wishes and needs.

## B. Sales Rate

Sales is emphasizing activities on the product, the company first makes the product and then tries to sell it, is oriented to how to achieve the maximum sales volume, and the plans are usually short-term (Manap, 2016).

The definition of sales volume is the number of sales activities of a product or service produced by the company in a certain time measure (Hardjono & Winata, 2017). Sales is an interaction between individuals who meet face to face aimed at creating, improving, controlling or maintaining an exchange relationship so that it is profitable for the other party. The term sales volume has undergone various changes over the years. At first, entrepreneurs used the term to denote the direction of the sales force or also called sales management, later, the term was interpreted more broadly by selling from all marketing activities, physical distribution, selling pricing and product planning but now the term has been differentiated. by showing marketing activities selling their products (Swastha, 2014).

Sukawirantini & Farhaeni (2019) Quoting Kotler's opinion, indicators of the level of sales include:

### 1. Product

Product design is that they are required to work like "eyes" in the company and constantly provide suggestions for improvement that product design needs. It is one of the main tasks of sales management.

### 2. Price

The nominal amount of money or other means of exchange is in accordance with the profit of the producer which must be paid by the buyer (consumer) in order to obtain his needs. One way producers can attract buyers to be willing to buy in large quantities is to set prices on the products that have been produced.

### 3. Distribution (Distribution)

Distribution or what is often referred to as distribution is the delivery of goods to several people or to several places. The wider the range of food distribution, the more it affects sales volume.

### 4. Promotion

Communication activities by the company to increase sales volume. Various kinds of promotions that exist include advertising, exhibitions, demonstrations, and other efforts that are persuasive.

### 5. Quality

The totality of facilities and characteristics of a product or service that satisfies a need, expressed or implied. Where quality includes products, human services, processes and the environment. Where quality can affect consumer satisfaction so that it has an impact on sales volume.

## 5. METHODOLOGY

In this study, the sampling technique used was purposive sampling and snowball sampling. In this study, which is the main research instrument, researchers will go directly to the field, both in the grand tour question, focus selection stage, collecting data, analyzing and making conclusions.

Data collection techniques in this study are observation and interviews and by using primary sources in natural conditions (natural setting) and more emphasis on observation and unstructured interviews. In this study the author will use the data analysis technique proposed by Spradley (2007) there are four stages in analyzing the data, namely:

### 1. Domain Analysis

Domain analysis in general is to find out a comprehensive general picture of the social situation being studied or the object of research. The data are obtained from the grand tour and mini tour questions. The result is a general description of the object to be studied, which has never been known before. The results obtained are not deep, they are still on the surface, but they have found the domains or categories of the social situation under study.

### 2. Taxonomy Analysis

Taxonomy analysis is an analysis of the entire data set, thus the domain that has been determined to be a cover term by the researcher can be described in more detail to find out its internal structure.

### 3. Compensatory Analysis

Compensational analysis is carried out by looking for specifics on each internal structure by contrasting elements. This is done by selected interviews with contrasting questions.

### 4. Cultural Theme Analysis

Analysis of cultural themes is done by looking for the relationship between the domains and how the relationship with the whole and then expressed into the theme / title of the study.

## 6. RESEARCH RESULT

Based on the formulation of the problem that the researcher proposed in the previous discussion, then after further observations were made using the technique or method above, the researcher got an overview or results that would be outlined in this study. The results of the study indicate that the social behavior of people who are enthusiastic about Indosat products is based on public trust in the service of this product, both in signal services or in networks that are always ON to remote villages.



The community considers Indosat to be able to connect their friendship with family and relatives wherever they are in the archipelago, with a good signal and voice clarity produced by a strong network, making the community feel served and their hopes fulfilled for long-distance communication. In other words, Indosat is able to provide good service and quality so that Indosat's products are embedded in the hearts of the people.

Armstrong et al., (2014) stated that in accordance with the product concept, consumers will favor products that offer the best product quality, best performance and best characteristics and organizations must devote their energies to continuous product improvement. Product quality is the most important and basic thing that must be considered by a company so that its products are favored by customers or consumers who try it, and the quality and quality of the product will instill personal loyalty to the people who have felt satisfaction from the products they use. The public feels that the services provided by Indosat are quite good, both in terms of service quality and existing quality, Indosat's services are considered sufficient to meet the needs of the user community, because the main key to customer satisfaction cannot be separated from service and quality or the service and quality of the product itself. This is what Indosat always pays attention to so that Indosat has a place in the hearts of the people and consumers.

Loyalty to Indosat products in the East Pamulang area is quite high, this fact can be seen from the large number of Indosat card users in the East Pamulang community and its surroundings, from data obtained at one outlet on Jalan Setiabudi Pamulang Timur and compared to other products, from an average Deliz Cell's average sales of at least 80 transactions per day, it is clear that 65% of the transactions are dominated by purchases of Indosat credits/vouchers and the remaining 35% are XL, Axis and Telkomsel products. This means that if the number of users is taken from 80 pulse consumers every day, 52 people use Indosat karts while other card users only consist of 28 consumers. It is clear that Indosat dominates the market because it is more dominant.

From observations or interviews with the public, stating why they trust or are loyal enough to use Indosat rather than other brands because, they have felt the quality of Indosat's services from the past until now people still consider Indosat the best in terms of network and signal, with many BTS in every district/city areas, they rarely find network damage on the Indosat brand, that's where the community's trust or loyalty arises for this product, Indosat is present whenever they need communication, they pay close attention to any packages or programs issued by Indosat, they can feel everything the truth and accuracy of the information from the program itself without promises or advertisements, everything fits exactly as what is promoted by Indosat.

Besides that, there are also some people because of the habit of knowing the Indosat brand from the start and are reluctant to switch to other products. Because friends, relatives, relatives, all use Indosat, and there are also people who feel the quality of Indosat's products and services is better than others, then people's loyalty to Indosat products arises automatically based on their experience.

### **1. The level of public satisfaction with Indosat products**

The level of community satisfaction with Indosat products is very high, from the results of observations and interviews conducted by researchers, an argument that is not much different from each respondent's answer and the author concludes, the level of satisfaction felt by the community is quite good and high, both in terms of signal services and network or in terms of programs and package menus provided by Indosat for its loyal customers. IM3 has Hot Promo packages and cash back up to 100% in the form of credit if you purchase a certain amount of internet packages. The point is that what is felt by the user community is in accordance with what has been promised or promoted by Indosat for the public or consumers who want to use the product, so it is not only promises or advertisements, but the compatibility between expectations and existing reality.

This is enough to make Indosat a product that is close to the community, because if the company wants to get a place in the hearts of consumers, the first thing that the company must maintain is its service quality. consumers and if consumers feel loyal, it will have an impact on subsequent purchases and repeated use and will arise loyalty to use the product on an ongoing basis and if consumers feel more satisfied then they will always recommend the products they use to friends, relatives and other people. close people to use or consume products and services that have been used.

Consumer satisfaction is the result of the accumulation of consumers or consumers in using services or products. Therefore, every new transaction or experience will have an influence on customer satisfaction. Satisfied customers will provide benefits to the company, such as:

- a. Buy more and stay loyal longer
- b. Buying new types of products
- c. Provide new ideas for the company's goods or services

### **2. Why is it difficult for people to turn to other products**

The habit factor can also be a trigger for people to use Indosat products, because as we know, Indosat is one of the leading companies in our country. , thus delivering Indosat as one of the brands that sticks in the hearts of the Indonesian people. From the information from the sources that the authors collect, it can be concluded that why people find it difficult to switch to other operators, because:

- a. Habit factor

The custom here explains that, because they are used to using

Indosat products from the past, people are reluctant to change cards or switch to other similar operators, even though the tariffs or prices offered by competitors tend to be slightly cheaper. certain brands, but choose them because the brand feels familiar to them, not because of strong brand loyalty.

b. Environmental and cultural factors

The environment here explains the social interaction of the community itself, because Indosat comes with excellent service for the satisfaction of its loyal customers, so Indosat card users are no less numerous than other operators, so people choose cards that are widely used by friends, relatives, co-workers or relatives, so that communication can run smoothly without obstacles, because using a card with a different operator, it will harm yourself personally if you are going to communicate with colleagues out there, because the rates used are clearly much different if you have different operators. And cultural factors/ Culture plays a role in people's loyalty to Telkomsel's products, including derivative cultures.

c. Satisfaction factor

The satisfaction factor here describes what is obtained and felt by the community towards the use of Indosat's products, which are considered to meet expectations with the existing reality, buyer satisfaction is an element of how close the expectations (expectations) received by a buyer for the products he wears with the perceived performance. (perceived performance) of the product.

Indosat products have made it easy and comfortable for them to communicate long distances, so because what is expected is felt to be in accordance with the reality received or felt, some even feel very satisfied and happy with what they get from this Indosat product service, because they consider what perceived to exceed what they expected before, then automatically a sense of satisfaction arises in him and if a sense of satisfaction is felt then loyalty is created by itself and is loyal to the use of a product. This Indosat card, so they are reluctant to use or switch to other products even if it's just a trial and error.

## 6. CONCLUSION

The results of the study concluded that there are important factors of service quality that can increase sales levels. Those factors include:

1. Customer Service Situation

The most common customer service situation we encounter is a customer or client seeking help so it is very important to get the interaction or help right. A customer seeking help will not only feel that he or she has been treated well but will be even better off buying a product or service from the business we are in, in terms of selling Indosat cards. There are some tips in terms of serving customers, namely:

Based on the results of data processing in table 5. The profitability ratio variable obtained has an average of 0.290, the median of 0.171. The minimum value is 0.0007 and the maximum value is 2.2545.

a. Available at the right time

The first way to make a customer feel valued is to acknowledge him or her as soon as possible. So when someone enters the office, you must immediately say hello and pay attention to their needs. Stop doing anything as soon as possible. However, if you are still busy picking up the phone or something else, you can ask the customer to wait politely first.

b. Greet customers in a friendly but appropriate manner.

Make eye contact, smile and say something like, "Hello, how can I help you today?" stop there. Let the customer respond.

c. Assist customers by directly handling customer requests/ solving customer problems.

Actively listen to customers. Show that you're actively listening to your customers by making eye contact, nodding, or even writing notes. Ask questions explaining when the customer finished speaking, if necessary to get more details that will allow you to address the customer's concerns. Don't cut off the customer conversation.

2. Service quality affects customer satisfaction

Quality service plays an important role in shaping consumer satisfaction, besides that it is also closely related to creating profits for business actors. The higher the quality of service provided by Deliz Cell, the higher the satisfaction felt by customers.

3. Customer loyalty to a product

Consumer/customer loyalty is an emotional relationship between consumers and companies based on the consumer's love for the products and services offered and evidenced by the desire to repurchase (Barnes, 2003). continuous and mutually beneficial relationship between the seller and the customer.

4. xcellent service has implications for the level of sales.

Excellent service or also called excellent service is doing the best possible service to customers, so that customers feel satisfied. Or another definition mentions excellent service, namely doing the best possible service to customers or consumers so as to create a sense of satisfaction and in the end can boost sales, this also applies to Deliz Cell which is always loyal to serve wholeheartedly so that customers feel satisfied.

5. Service quality affects the intention to return (Repatronage Intention).

Quality of service, as well as customer loyalty affect the intention to repurchase a product as well as Indosat products. Customer Loyalty is the variable that has the most dominant influence on repurchase intentions. For this reason, a product must strive to improve its quality, as well as carry out new innovations so that it cannot compete with its competitors.

From the results of data processing in table 7, it can be seen the results of hypothesis testing as follows:

1. Effect of Liquidity Ratio on Accounting Profit
2. Based on table 7, the P Value is 0.079, greater than 0.05 ( $0.079 > 0.05$ ), thus it can be concluded that the Liquidity Ratio has no effect on Accounting Profit.
3. Effect of Activity Ratio on Accounting Profit  
Based on table 7, the P Value is 0.000, smaller than 0.05 ( $0.000 < 0.05$ ), thus it can be concluded that the Activity Ratio has a significant effect on Accounting Profit.
4. The Effect of Profitability Ratios on Accounting Profit  
Based on table 7, the P Value is 0.001, smaller than 0.05 ( $0.001 < 0.05$ ), thus it can be concluded that the Profitability Ratio has a significant effect on Accounting Profit.

Furthermore, to test the hypothesis of the influence of firm size as a mediator of liquidity ratios, activity ratios, and profitability ratios to accounting profits, it can be calculated using the Sobel test, the results of which can be seen in the following table.

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