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The Influence of Product Quality and Promotion on Customer Satisfaction in the Use of Provider Tri Cards in Economic Education Students at Jambi University

Kuswanto*

Dr., MSi, Department of Economic Education, Jambi University, Jambi, Indonesia,
<https://orcid.org/0000-0002-4018-5295>

Roni Jetri Simamora

SPd, Department of Economic Education, Jambi University, Jambi, Indonesia,
<https://orcid.org/0009-0004-1702-7098>

Mayasari

Dr., MPd, Department of Economic Education, Jambi University, Jambi, Indonesia,
<https://orcid.org/0000-0003-1659-3157>

***Corresponding author:** kuswanto.fkip@unja.ac.id.

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Abstract: Tri card provider is one of the telecommunications operators in Indonesia. The product quality and good promotion are important things that must be accomplished by a company in order to compete and get maximum satisfaction from consumers. This study aim was to examine the level of customer satisfaction which is influenced by the product quality and promotion variables. The research method used in the paper was the quantitative one with an ex post facto design. The population in this study were 398 students of the Jambi University Economics Education Study Program Batch 2019 –

2022 and a sample of 111 people was taken using a purposive sampling technique based on the characteristics of tri-provider card users. The results of the analysis showed that there was a positive and significant influence of product quality variables on consumer satisfaction as indicated by the t-statistic value of $3.41 > t$ table of 1.66. The promotion variable also has a positive and significant influence on the level of customer satisfaction as indicated by the t statistic value of $15.98 > t$ table of 1.66. Simultaneously the product quality and promotion variables had a significant effect on the level of consumer satisfaction as indicated by the F statistic value of $276.60 > F$ table of 3.08. The resulting model had a prediction accuracy of 83.7%. The results of these findings recommend companies improving the product quality and expanding promotions in order to reach the use of these products in meeting student learning needs.

Keywords: Consumer satisfaction, product quality, promotion, Indonesia, tri cards.

Introduction

In the current era of globalization, communication is vital in every sphere of human life. Communication is a process of sharing the meaning in the form of messages, namely in the form of ideas or ideas shown in the form of symbols that are equally shared by the communicant and communicator. Of course, in conveying the message, a tool is needed that can connect the communicator to the communicant. In ancient times humans still used ancient tools to convey messages such as letters, where the delivery of messages took quite a long time. However, it is different in the current era of globalization humans have found a lot of sophisticated communication equipment that can efficiently and quickly convey messages, not only can convey messages but can also help various kinds of human needs both in work and education. An example of a human invention that is widely used, namely cell phones which have high sophistication. Cellular phones at this time can be said to have become a primary need in almost all circles.

Research Problem

Along with the increasing demand for cell phones, provider cards used in cell phones are also experiencing development. Cellular phones will optimally function if using a provider card. This situation provides great opportunities for companies engaged in the card provider industry. In Indonesia, there are currently seven cellular operators (companies) engaged in the card provider industry including PT Hutchison 3 Indonesian (Tri), PT Indosat, PT XL Axiata (XL), PT Telekomunikasi Seluler (Telkomsel), PT Sampoerna Telekomunikasi Indonesia (Ceria), PT Bacrie Telecom and PT Smarfren. Due to the large number of companies engaged in the provider card industry, the market competition is very tight. Companies are competing to offer the advantages of their products both from the quality of the product, how-to service, price suitability, and no less importantly, namely how the company promotes provider card products to consumers. Various ways are done by the companies to get customer satisfaction for the continuity of the company's own business.

Tri Card is a provider product used by students to operate cellular for various communication purposes, data searches, and other internet activities. The quality of the provider's card really determines the optimisation of meeting these needs and will provide satisfaction in using it. The higher the quality of the provider card is, the more satisfaction it will give students in using cellular for various communication purposes, and various internet activations to fulfill their learning needs.

Promotions provide various information about the benefits and uses of provider cards. The better the promotion is carried out by the company, the more information it will provide to the public about the convenience and superiority of the offered products. Promotions that are less attractive will give a negative impression of the product being offered and cause consumer dissatisfaction with the use of the product.

Indrasari (2019) revealed that consumers' satisfaction is influenced by several factors including the product quality, namely that consumers will feel satisfied if the products they use are of high quality. The product quality is a major concern for producers or companies because it has an impact on the level of customer satisfaction as a measure of the success of marketing activities. The product quality, which describes the level of ability of a brand or product to carry out its functions (Daga, 2017).

Research Focus

The consumer satisfaction expressed by Daga (2017) is a response given by consumers to the results of the performance or service received which will then compare the results (performance) with the expectation. If the results (performance) exceed expectations, it will lead to satisfaction in consumers and vice versa.

According to Alimin et al. (2022) the consumers' satisfaction is shown by a person's attitude, both disappointed and happy as a form of consumer evaluation after using a product. Consumers in general will compare expectations and reality regarding the product performance they feel. In line with the opinion of Qomariah (2020), the consumers' satisfaction describes the condition of fulfilling hopes, desires, and needs by using an item. Meanwhile, according to Arianto (2022), consumers will get satisfaction if the provided services can meet their expectations.

For college students, cell phones have become a primary need, so provider cards have also become a complementary need for the cell phones they use. Choosing a provider card for students is an important concern because with a good quality provider card it can be used to access the internet, where the internet access can help with all work or student needs such as making it easier to do college assignments, as a communication tool, as a tool to gather information, and can be used to buy food and order transportation online, even as a means of entertainment.

Satisfaction will be seen in consumer behavior from a positive attitude towards a product, namely trying to approach it, liking it and being consistent in its use. Vice versa, the negative attitude of consumers is seen when they stay away from a product or switch to another product (Suryani, 2008). Based on initial observations made by researchers, it was found that 69.5% of students had a negative response or feeling dissatisfied, both in terms of the product quality and promotion. In terms of the product quality, students assess that the network owned by the Tri (3) provider card is not strong enough which results in a slow internet network, the impossibility of being used in various places and the tendency to disturbances such as rain and blackouts. Product quality dimensions have a very important role in determining consumer's loyalty towards product purchases. The customer's loyalty is built from the satisfaction obtained from quality products (Hoe & Mansori, 2018). In terms of promotions, students assess that there are inappropriate promotions, there are no discount promos and the promotions carried out by Tri card provider cards are less attractive (3). Promotions provide information about the benefits and advantages of the offered products. Product information is very important for consumers to know the benefits and convenience that will be obtained from using an item. The higher the promotional activities is carried out by the company, the more satisfaction it will provide to consumers (Jannah et al., 2019).

The product quality is a combination of features that have the capacity to fulfill wants and satisfy consumers' satisfaction in accordance with the product functions and is free from deficiencies or defects (Moko et al., 2021). In line with Arinawati and Suryadi (2021) the product quality is defined as the characteristics or totality of product and service features that have the ability to meet consumer's wants and needs so as to create stated or implicit customer satisfaction.

Another factor that can affect consumer's satisfaction is the promotion, which is an important thing that must be accomplished by companies in order to achieve customer satisfaction. Saleh and Said (2019) stated that the promotion is a marketing effort made by a company to inform or introduce an item to consumers so that they are interested in making a purchase.

The promotion is a variable that is included in the marketing strategy that needs to be carried out by a company in order to introduce or market a product or service. The promotion here functions not only as a company communication tool to consumers but also as a tool to attract consumer attention to buy certain products or services (Saleh & Said, 2019). In line with Arfah (2022) the promotion is an effort made to offer or notify products or services to a large audience in order to attract potential customers so that with promotion, distributors or producers expect an increase in sales figures. Meanwhile, according to Estiana et al. (2022) the promotion is an activity carried out to increase the development of something, be it a product, brand, or even the company itself.

Research Aim and Research Questions

This study aimed to analyse the effect of the product quality and the promotion on student satisfaction in using the Tri provider card. These objectives were based on the formulation of the problems raised in this study, namely: (1) how does product quality influence student satisfaction in using the Tri provider card; (2) what is the effect of promotion on student satisfaction in using the Tri provider card; and (3) how does product quality and promotion influence student satisfaction in using the Tri provider card.

Research Methodology

General Background

In this study a quantitative research design with a model *ex post facto* was used. The aim was to determine the effect of the product quality and promotion on consumer satisfaction using the tri (3) provider card for students of the Economics Education Study Program at the University of Jambi.

Sample / Participants / Group

The population in this study were students who had or were currently using a Tri (3) provider card. There were 385 undergraduate students from the University's Economic Education Study Program class 2019 to 2022. In order to obtain a proportional sample from the four classes, a purposive sampling technique was used. The sample used to support this research was 111 respondents who were calculated using the Slovin's formula, as shown in the following equation:

$$n = \frac{N}{Ne^2 + 1} \quad (1)$$

Where n was the sample size, N was the population size, and e was the sampling error rate.

Instrument and Procedures

Data collection was carried out using a research questionnaire via Google Forms which contained a list of statements. In order to produce precise measurements in data collection, validity, and reliability tests were carried out on the used questionnaire. The results of the validity of the product quality variable instrument for all question items, namely 12 items, were declared valid because they had statistical r results with an average of 0.75 which was greater than the r table of 0.36 at an alpha level of 5%. The 8 promotional variable items were also declared valid because the resulting average t statistic was 0.72 which was greater than the r table. All 8 items regarding the consumer satisfaction variable were declared valid because the average r statistic produced was 0.71 which was greater than the r table.

The question reliability was based on Cronbach's Alpha value. The results showed that all the studied variable questionnaires were declared reliable. Based on the results of the reliability tests that have been carried out, the statistical r value of the product quality variable questionnaire is $0.93 > r$ table of 0.32 at alpha 5%. r statistical questionnaire for promotional variables and consumer satisfaction is $0.87 > r$ table.

Data Analysis

The data that has been generated was tabulated to determine the score of each variable and was descriptively analysed in order to determine its characteristics and a multiple regression test was performed to determine the effect partially or simultaneously between the studied variables. To fulfill the analysis requirements, normality, linearity, heteroscedasticity, and multicollinearity tests were first performed. To carry out this test, the IBM SPSS version 24 program was used.

Model Description

Multiple regression statistical tests were used to model the influence of product quality and promotion variables on student satisfaction in using the Tri Provider card, as were shown in the following equation:

$$Cs = \alpha + \beta_1 Pq + \beta_2 Pr + e \quad (2)$$

where Cs was Consumer Satisfaction, Pq was Product Quality, and Pr was Promotion. α was a constant, β was a coefficient and e was the model error.

The hypotheses to be tested were:

H1: The product quality has a significant effect on student satisfaction in using the Tri provider card.

H2: The promotion has a significant effect on student satisfaction in using the Tri provider card.

H3: The product quality and promotion together influence student satisfaction in using the Tri provider card.

Research Results

The consumer's satisfaction with the use of a product is indicated by behavior that seeks to repurchase the item, has loyalty in using it, has a sense of pride, and tries to recommend to others to buy or use the same item. Based on research conducted on a sample of 111 students, data on consumer's satisfaction variables were obtained as explained in the following table:

Table 1

Data Description of Student Satisfaction Variables in Using the Provider-tri Card

Interval Class	Category	Frequency	Percentage (%)
25 – 32	Very high	0	0
17 – 24	High	65	59
9 – 16	Low	46	41
1 – 8	Very low	0	0
Total		111	100

Source: Primary data processed, 2023

Based on Table 1, it is explained that the majority (59%) of students have a high level of satisfaction with using the tri-provider card. There are 41 percent of students who have a low level of satisfaction with the use of a tri-provider card.

The product quality is measured based on indicators of durability, reliability, performance, features, conformance, and design. The level of product quality was assessed by respondents through a questionnaire designed based on these indicators as many as 12 statements with a scale of 4 answers,

namely strongly agree, agree, disagree, and strongly disagree. Based on research conducted on a sample of 111 students, data on product quality variables were obtained as described in the following table:

Table 2

Product Quality Variable Data Description (Provider-tri Card)

Interval Class	Category	Frequency	Percentage (%)
33 – 48	Very high	2	2
25 – 32	High	73	66
13 – 24	Low	36	32
1 – 12	Very low	0	0
Total		111	100

Source: Primary data processed, 2023

Based on Table 2, it is explained that the majority (66%) of students assess the quality of Provider-Tri products in the high category, and there are 32 percent in the low category. There are 2 percent of students who rate the quality of Provider-Tri in the very high category.

The promotion carried out by the Provider-Tri card company is measured based on the income of students as users of the card which is based on the content of the message, the media used, the time and frequency of promotions. Promotional data for the Provider-Tri Card was obtained from a questionnaire containing 8 statements with a scale of 4 answers. Based on research conducted on a sample of 111 students, the promotion variable data was obtained as described in the following table:

Table 3

Data Description of Provider-Tri Card Promotion Variables

Interval Class	Category	Frequency	Percentage (%)
25 – 32	Very Good	2	2
17 – 24	Good	62	56
9– 17	Bad	46	41
1 – 8	Very bad	1	1
Total		111	100

Source: Primary data processed, 2023

Table 3 explains that the majority of students (56%) rated the promotions carried out by Provider-Tri Card companies in the good category, and 41 percent rated them as bad. There were 2 percent of students who rated the Provider-Tri Card promotion in the very good category.

To determine the level of influence of product quality variables and promotion variables on consumer satisfaction, data were analysed using multiple regression tests, and the results were obtained as shown in Table 4 below:

Table 4*Multiple Linear Regression Test Results*

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7.315	.479		15.279	.000
	Product quality	.074	.022	.170	3.412	.001
	Promotion	.436	.027	.798	15.979	.000
a. Dependent Variable: Consumer Satisfaction						

Source: Primary data processed, 2023

Based on Table 4, the constant value is positive, which means that if product quality (X1) and promotion (X2) are assumed to be = 0, then student satisfaction (Y) in using the tri-provider card is 7,315. The value of the quality regression coefficient (X1) is 0.074 indicating that with each additional product quality score (X1) of one unit, there will be an increase in student satisfaction (Y) in using the tri-provider card of 0.074. This effect occurs significantly because it is supported by the calculated t value (3.412) which is greater than the t table (1.66) at an alpha of 5 percent.

The value of the promotion regression coefficient (X2) of 0.436 indicates that with adding one promotion unit score (X2) then there will be an increase in one unit of consumer satisfaction (Y) of 0.436 and it occurs significantly because it is supported by the t value count (15.979) is greater than t table (1.66) at an alpha of 5 percent.

Simultaneously the product quality and promotion variables have a significant influence on students' satisfaction in using the tri provider card (3) because it is supported by an F value count (276,599) is greater than the value of F table (3.1) at an alpha of 5 percent, as shown in Table 5.

Table 5*F-test*

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	424,722	2	212,361	276,599	.000b
	residual	82,918	108	.768		
	Total	507,640	110			

Source: Primary data processed, 2023

Mathematically, this effect can be written in the following equation:

$$Cs = 7.315 + 0.074Pq + 0.436Pr + e$$

This equation describes the pattern of students' satisfaction in using the tri (3) provider card which is influenced by product quality and promotion. This equation serves as a predictor of changes in consumer attitudes when the variables that influence it change. The prediction accuracy of the model is shown by the value of the coefficient of determination, as shown in Table 6 below:

Discussion

This research was conducted on students of the Economic Education Study Program at Jambi University class 2019–2022 as Tri provider card users. This research only examined the product quality and promotion variables which were thought to determine the level of student satisfaction in using the Tri provider card. Based on the results of the regression analysis that has been carried out, the influence of product quality and promotion variables on student satisfaction in using the Tri provider card can be explained as follows.

The Influence of Product Quality on Student Satisfaction in Using Provider-Tri Cards

Consumer satisfaction is a marketing orientation that will determine the continuity of a company's business. Based on the results of the regression test, the coefficient value of the product quality variable was positive at 0.074 and significant at alpha 5%. These results indicated that Product Quality (X1) had a significant effect on Consumer Satisfaction in using the Tri provider card for Economics Education students at FKIP Jambi University. These results explain that if the quality of the Tri provider card increases by 1 unit, then student satisfaction in using the Tri provider card will increase by 0.074 units. This explains that the better or higher the quality of the tri-provider card, the higher the level of student satisfaction in using it. Quality products will increasingly provide great benefits for consumers in meeting their needs (Kuswanto& Anderson, 2021). The product quality is built to create customer confidence in the benefits generated from these products (Khowjoy et al., 2023). A product that has quality assurance indicates guaranteed consumer satisfaction when using the product. On an international scale, the product quality assurance is based on ISO 9000 norms as a form of legality that will convince consumers to benefit from the products/services used (Dima et al., 2010). Product quality is created from company performance based on a sense of social responsibility towards the needs and culture of society through good relations and service to customers (Kuntonbutr&Sangperm, 2019). Consumers who get satisfaction from using a product will have a loyal attitude toward the product (Rai & Medha, 2013).

This finding is supported by the results of research by Siregar and Lubis (2022) which was conducted in new model districts, where the product quality has a positive and significant influence on consumer satisfaction. The results of Hayatiand Sekartaji (2015) research on Pak Ndut Solo's duck and chicken restaurant also revealed what I found, namely that there is a positive and significant influence between product quality and consumer satisfaction. These findings prove that the product quality is a very decisive variable in creating customer satisfaction because quality products will increasingly provide great benefits for consumers in meeting their needs. The findings ofÇerri(2012) reinforce the assumption that the higher the quality of the product, the higher the satisfaction that consumers will get from utilising or using the product. Other findings, revealed that consumer tendencies are not only for quality products but must be friendly to the environment (Askadilla&Krisjanti, 2017). The results of research conducted by Kordshouli et al. (2016) also strengthen these findings, where consumers' perceptions of the quality of products/services affect their satisfaction in using these goods/services.

The Effect of Promotion (X2) on Student Satisfaction in Using Tri-Provider Cards

Based on the results of the regression test, the coefficient of the positive promotion variable was 0.436 and was significant at alpha 5%. The results showed that the Promotion variable (X2) had a significant effect on Consumer Satisfaction (Y) in using the Tri provider card for Economic Education students at FKIP Jambi University. These results explain that if the Tri provider card promotion increases by 1 unit it will increase student satisfaction in using the Tri provider card. This explains that the better the company is at promoting products to consumers, the more it will provide high satisfaction to consumers. Good promotion not only introduces the physical form of a product but also introduces its benefits and uses in meeting consumer needs . The promotion will have an impact on consumer satisfaction if it has compatibility between the information conveyed and the benefits and uses it

receives (Svatosova, 2020). The promotion is a form of communication in marketing that will determine the customer decision-making process (Valeckova, 2012). Success in promoting a product will affect customer attention to the product and encourage them to make purchases (Omotayo, 2011). These benefits are an important reason for companies to promote to customers because they are believed to affect the level of social welfare (Lu et al., 2020).

This finding is supported by Septianand Saputra (2020) who examined the effect of promotion on consumer satisfaction at the Riau Archipelago Kepri Mall. Where the promotion variable has a positive and significant influence in determining the level of consumer satisfaction. The same research results were revealed by Fauzi et al. (2019) in the case of purchasing Garuda flight tickets at PT. Hamsa Tour and Travel mentioned that there was a significant influence of promotions carried out by the company on the level of customer satisfaction.

The Influence of Product Quality and Promotion on Student Satisfaction in Using Provider-Tri Cards

According to Irawan (2002) There are several main dimensions of consumer satisfaction, including the product quality. Consumers will be satisfied if after buying and using the product/service, it turns out that the quality is good. Furthermore, promotions carried out in accordance with consumer expectations will lead to a high level of consumer satisfaction. Product quality and promotion are important things that can affect consumer satisfaction.

The results of this study also show that there is a jointly significant influence between product quality and promotion variables on student satisfaction in using the Tri-provider card. These findings explain that a quality product supported by good promotion will further increase student satisfaction in using a tri-provider card to meet various communication, data search, and entertainment needs. This finding is supported by the results of Halawaet al. (2021) research at PT Brand Indah Lestari which revealed that there was a jointly significant effect of the product quality and promotion variables on consumer satisfaction. The results of other studies that also support these findings are research conducted by Andreanataand Wilyadewi (2021) at UD. Buah Sari Jaya in Bandung Regency reveals that there is a significant influence together of product quality and promotion variables in determining the level of consumer satisfaction.

Conclusions and Implications

This study examined the effect of product quality and promotion on the level of student satisfaction in using the tri-provider card at the University of Jambi. The results of the analysis showed that the product quality variable had a positive and significant effect on student satisfaction in using the provider-tri card as indicated by the t statistic value of 3.41 > the t table value of 1.66 at an error level of 5%. The promotion variable also showed a positive and significant influence on student satisfaction in using the tri-provider card as indicated by the t statistic value of 15.98 > t table of 1.66 at an alpha of 5%. Taken together, the variables of product quality and promotions carried out by the company also had a significant influence on the level of student satisfaction in using Prover-Tri cards. The resulting model had a very strong prediction accuracy (83.7%) in explaining the effect of the independent variables on the dependent variable.

Based on the results of this study, it is recommended that tri-provider card companies pay attention to the product quality, especially in the aspect of network durability, so that it can be used anywhere and under any conditions and expand the reach of the 5G network. Besides that, companies must also be concerned with promotional activities carried out to increase publicity, especially among students, and advertisements that are more attractive (not wordy) so that the information gives satisfaction to customers.

Suggestions for Future Research

Customer satisfaction is the main reason for companies to provide product services. Customers who receive satisfaction from product services will determine the purchase of the product. By improving product quality, consumer satisfaction will further increase and sales will increase. The source of company profits is customer satisfaction. Companies must prioritize customer satisfaction as the ultimate goal of the product services they produce.

Student satisfaction in using Provider cards shows the usefulness of this product as a tool to fulfill their needs in accessing the internet for various learning purposes, social media, financial transactions, and entertainment. The quality of the provider card determines the level of internet access to provide various user needs. The higher the quality level of the provider card, the more satisfaction it will give students in using it. To improve the quality of Tri provider cards, the company must increase durability, especially network reliability, in various conditions and locations. The quality of Tri provider cards can also be improved by improving the design and features to make them more attractive and easy to use on various mobile devices. What is more important in determining the quality of a Tri Provider card is the working system that will determine the level of internet access speed.

The Provider Card is a unique product that works with a system controlled by high technology and provides enormous benefits in accessing the internet. Promotion is the key for companies in introducing and marketing to consumers. Students are consumers who are connected to learning activities in the campus environment. In order for promotions to be effective in reaching students, companies must pay attention to the message, media, timing, and frequency of promotions. The more effective the company is in promoting the Tri Provider card, the more student satisfaction will increase in using the card.

To strengthen these findings, it is recommended that future researchers study other variables that can influence the level of student satisfaction in using the Tri Provider card, such as price level, ease of accessing products, and service quality. Research can also be developed by examining comparisons of customer satisfaction levels from various provider card usage offered by cellular companies, such as Telkomsel, Indosat, XL Axiata, and Smartfren.

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Conflict of Interest

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