

THE IMPACT OF THE AMBASSADOR BRAND IN AFFECTING CUSTOMER LOYALTY WIFI TELKOM INDIHOME SURABAYA THROUGH CUSTOMER SATISFACTION

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ABSTRACT

In this era of increasingly competitive competition, every company is increasingly aware of the importance of customer loyalty aspects for ensure the continuity of their business. A loyal customer becomes a very valuable asset for the company. Through a brand ambassador, a product will be able to better introduce and increase customer loyalty. The purpose of this research is to increase brand ambassador to customer loyalty through customer satisfaction. The sample in this study was 152 respondents using wifi Telkom Indihome in Surabaya. The analytical technique used was path analysis, and the hypothesis test used was t test. The results of data analysis show that the brand ambassador variable has a positive and significant effect on customer loyalty through customer satisfaction.

Keywords: Brand Ambassador, Customer Loyalty, Customer Satisfaction.

INTRODUCTION

In Indonesia, communication technology development is increasingly sophisticated in people's lives and cannot be avoided (Hanis Syazwani & Sulaiman, 2013; Ratten & Ratten, 2007). Communication also develops with human needs who want speed, accuracy, and convenience in everything. Dana et al. (2021) state that one of the fastest-growing forms of communication is what we usually call the internet. Internet, according to grammar, comes from the Greek "inter," which means "between." Meanwhile, according to the Wikipedia site, the internet stands for Interconnection-networking, a network system that connects each computer globally in all corners of the world. Computers connected to the internet will have the ability to exchange data or information very quickly so that the communication or information transfer process runs smoothly. There are many internet access service providers, one of which is PT. Telekomunikasi Indonesia Tbk. The majority of the population in Indonesia is more inclined to use Telkom Indihome,

In this era of increasingly competitive competition, every company is increasingly aware of the importance of customer loyalty to ensure their business continuity. A loyal customer becomes a precious asset for the company (Glaveli, 2020). Results of research also stated that the need to retain loyal customers could reduce the effort to find new customers, which means giving positive feedback to the company. Companies can make more cost savings by retaining existing customers rather than finding new ones (El-Adly, 2019; Islam et al., 2021; Pekovic & Rolland, 2020; Srivastava & Rai, 2018; Sudari et al., 2019). There are many strategies to compete in a business market, one of which is by applying a good brand ambassador to customers to satisfy customers with the services provided, which can lead to customer loyalty. According to (2018), customer loyalty is customer attachment to a brand, store, manufacturer, service provider, or other entity based on favorable attitudes and responses such as repeat purchases. Whereas Iglesias et al. (2020) It is known that the purpose of a business is to make customers feel satisfied.

The creation of satisfaction can provide several benefits, including the relationship between the company and its customers being harmonious to provide a good basis for repeat purchases, creating brand loyalty, and making a word of mouth recommendation that is profitable. (Imran et al., 2019; Murdifin Haming et al., 2019; Nguyen et al., 2018). The importance of building customer loyalty to bring benefits to the company. Every company is consistent to make strategies where the strategy can create good customer loyalty for the company. According to Fida et al. (2020); Iglesias et al. (2020); Parhi & Misra (2017), there are four customer groups based on loyalty, namely: (a) No Loyalty, (b) Serious Loyalty, (c) Latent Loyalty (latent loyalty), (d) Loyalty (Faithful).

One factor influencing customer loyalty is brand ambassador, such as physical evidence, responsiveness, Empathy, Reliability, and Assurance. Because a service cannot be seen, cannot be smelled, and cannot be touched, the aspect of physical evidence becomes important as a measure of trust. (Fitrianto et al., 2020; Schmidt & Baumgarth, 2018; Wang & Hariandja, 2016). Customers will use the sense of sight to judge the quality of the brand ambassador's character. The second factor that causes customers to become loyal is responsiveness, the desire to help consumers, and provide speed and accuracy of service. The third factor is Empathy, namely the availability of employers or employees to care about paying attention and balance with personal actions toward customers. The next factor is Reliability, and the company must be able to carry out the promised services correctly and reliably. Then the last factor, namely Assurance, here the company must be able to provide service guarantees: the knowledge and courtesy of employees and their ability to generate trust and confidence. (El-Adly, 2019; Pekovic & Rolland, 2020; Srivastava & Rai, 2018). Do not forget the brand ambassador, namely, someone who presents the best portrait or image. This person is usually from among celebrities or other famous people (Ambrose et al., 2014; Schmidt & Baumgarth, 2018; Utami et al., 2020; Wang & Hariandja, 2016)

Brand Ambassadors have a close relationship with customer satisfaction, encouraging customers to forge strong bonds with the company (Dam & Dam, 2021; Das, Prof. Saumendra. Padhy, 2012; Islam et al., 2021; Larsson & Broström, 2020; Mukherjee, 2012). To find out the level of customer satisfaction, it is necessary first to know the brand ambassador of Telkom Indihome. Customer satisfaction will arise after someone has experience with the brand ambassador provided by the service

provider (Fida et al., 2020; Fitrianto et al., 2020; Harahap, 2017; Kurdi et al., 2020; Rita et al., 2019; Wang & Hariandja, 2016; Wantara & Tambrin, 2019). Customer satisfaction, according to Kotler (2005:70), is "a person's feelings of pleasure or disappointment that arise after comparing the performance (result) of the product that is thought to the expected performance (or result). Every company is required to satisfy customers by providing better offers and services, considering that the company must be able to maintain its market position during increasingly fierce competition. To win the competition, companies must be able to satisfy customers. Afthanorhan et al., (2019); Li et al., (2021); Mohammed & Rashid, (2018). Customer satisfaction is a very decisive factor in marketing. On the other hand, customer disappointment in providing services can cause the company's downfall in the future (Özkan et al., 2020). In a market where competition is relatively high, customer satisfaction and customer loyalty are interconnected, which means that if there is an effort from the company to increase customer satisfaction, customer loyalty will also increase. Vice versa, if the company or business entity decreases customer satisfaction, loyalty will automatically increase. Customers will also decrease (Dash et al., 2021; Fida et al., 2020; Hult et al., 2019; Iglesias et al., 2019; Kim et al., 2020; Kurdi et al., 2020; Mohammed & Rashid, 2018; Wantara & Tambrin, 2019).

So, in this case, customer satisfaction is the cause of customer loyalty. The above statement is relevant to other research conducted by Novianti et al. (2018) shows that customer satisfaction has a positive and significant effect on customer loyalty. Telkom Indihome is expected to remain the main choice for wifi users in Indonesia. Telkom Indihome established Unit offices and Head Office outlets in areas so that customers can easily get services Besides. Customers can quickly contact the call center service center for free 24 hours. To meet the needs and desires of customers, Telkom Indihome takes a policy to improve services to customers, including the broadest range and complete facilities. With the increase in these factors, it is hoped that customers will be interested in buying products from Telkom Indihome, and the company will automatically increase its sales results.

METHOD

This study uses a quantitative approach method to test the established hypothesis using path analysis and obtain conclusions using statistical tools. The type of research used is descriptive research, then explanatory. In general, the purpose of this research is to examine the effect of the independent variable (Brand Ambassador), the dependent variable (customer loyalty), and the intervening variable (customer satisfaction).



Figure I. Conceptual framework
source: processed by researchers, 2022

The population of this research is all of Telkom indihome wifi users in Surabaya. The sample in this research is Telkom indihome wifi consumers in Surabaya who have used at least five months of use. The sampling technique used in this study is one of the non-probability sampling techniques, namely the purposive sampling technique. The number of samples in this study was determined using the infinite population formula. How to calculate or test the validity of this study is factor analysis of the instrument to measure variables. Calculations and validity testing were carried out using SPSS where (r count r table) then the instrument items were declared invalid. In this study, we look for the instrument's Reliability using the Cronbach's Alpha formula because the instrument in this study is a questionnaire or questionnaire whose score is assessed using intervals of 1-5. If the variable under study has Cronbach's Alpha 0.6, then the variable is declared reliable. Otherwise, if Cronbach's Alpha <0.6, then the variable is not reliable.

RESULTS AND DISCUSSION

Respondent Identity

It can be seen that the majority of respondents using Telkom indihome wifi who have visited the Telkom indihome office in Surabaya are 90 women (59.2%), while male customers are 62 (40.8%). It can be seen that respondents who have an age of <17 years are 2.6% with a total of 4, respondents who have an age of 17-23 years are 89.5% with a total of 136, respondents who have an age of 24-40 years are 6.6% with the number of 10, respondents who have an age of >40 years are 1.3% with a total of 2. From the results of these data, the most customers in Surabaya city Telkom are customers who have a vulnerable age of 17-23 years.

It can be seen that the respondents in this study who have student/student jobs are 115 respondents or 75.7%, respondents who have private team member jobs are 22 respondents or 14.5%, respondents who have civil servant jobs are three respondents or 2.0%, respondents who have self-employed jobs are 12 respondents or 7.9%. The results of these data indicate that the majority of the respondents' occupations are students at 75.7%.

It is known that the majority of respondents who have subscribed for >2 years are 62.5% or 95 respondents, respondents who have subscribed for 5-12 months are 17.1% or 26, respondents who have subscribed for 1-2 years are 12.5% or 19, and respondents who have subscribed for <1 year are 7.9% or 12. From the data above, it can be concluded that more than half have

subscribed to Telkom indihome wifi for more than two years. The research results from the distribution of questionnaires obtained data regarding the description of the distribution of items that can be used to determine the frequency and variation of respondents' answers to the questions asked. The description of each variable in this study is as follows.

Brand Ambassador Frequency Distribution

It is known that the highest average score is 4.28, which is contained in item 6, with the statement of the brand ambassador Mikha Tambayong, Christian Sugiono Family, and Titi Kamal provide clear information to customers. This shows that brand ambassador figures can explain and provide information that is readily accepted by customers, inviting people to be creative using Telkom indihome wifi. The results of the lowest average score of 3.72 are contained in item 13 with a statement of conformity of the celebrity profession with the product brand it represents. This shows that Telkom Indihome Surabaya has a reasonably good celebrity profession suitability. The overall average score of the brand ambassador variable items reached 4.09. This value proves that the level of Telkom indihome wifi customers' brand ambassadors in this study is high.

Customer Satisfaction Frequency Distribution

Skor rata-rata tertinggi bernilai 4,16 yang terdapat pada item 18, dengan pernyataan Harapan pengaduan dan pelayanan di kantor Telkom indihome selalu terpenuhi. Hal tersebut menunjukkan bahwa karyawan di telkom bisa memenuhi kebutuhan pelanggan serta pelayanan yang baik kepada pelanggan. Hasil skor rata-rata terendah bernilai 4,13 yang terdapat pada item 17&20 dengan pernyataan Pengalaman selama menggunakan wifi Telkom indihome menyenangkan. Skor rata-rata keseluruhan item variabel kepuasan pelanggan mencapai angka 4,14. Nilai tersebut membuktikan bahwa tingkat kepuasan pelanggan pada pelanggan wifi Telkom indihome dalam penelitian ini dikatakan tinggi.

Deskripsi Frekuensi Loyalitas Pelanggan

The highest average score is 4.14, which is contained in item 22, with a statement that I will recommend Telkom indihome wifi to friends or relatives because of the handling of information and obstacles at Telkom indihome is excellent. The results of the lowest average score of 3.87 are contained in item 23 with a statement that they will continue to use the Telkom indihome wifi product even though the tariff increases from time to time. The overall average score of the customer satisfaction variable items reached 4.02. This value proves that the level of customer loyalty to Telkom indihome wifi customers in this study is said to be high.

Equation structure 1 (Effect of Brand Ambassador (X) on Customer Satisfaction (Z))

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	4,571	1.010		4,526	0.000
Brand Ambassador (X1)	0.171	0.017	0.642	10,266	0.000
Dependent variable	:Customer Satisfaction (Z) R				
Square	:0.413				
Adjusted R Square:	0.409				

Based on the output of linear regression model 1 in the table above, it is known that the significant value of the service quality variable is 0.000, which is smaller than 0.05 (sig <0.05). These results conclude that the regression model 1, namely X1 has a significant effect on customer satisfaction

Structural Equation 2 (Effect of Service Quality (X1) on Customer Loyalty (Y) Through Customer Satisfaction (Z).

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	2,328	0.728		3,197	0.002
Brand Ambassador (X1)	0.046	0.015	0.235	3,122	0.002
Satisfaction Customer (Z)	0.393	0.055	0.535	7,111	0.000
Dependent variable	Customer loyalty				
R Square	0.504				

Adjusted R Square 0.497

Based on the output of linear regression model 2 in the table above, it is known that the significant value of the two variables, namely X1 (Service Quality) = 0.002 and Z (Customer Satisfaction) = 0.000 is smaller than 0.05 (Sig <0.05). These results conclude that regression model 2, namely X and Z has a significant effect on Y.

Hypothesis testing

Hypothesis testing was conducted to test the two hypotheses in this study; namely, the first hypothesis, "Brand Ambassador has a positive and significant direct effect on customer satisfaction," and the second hypothesis, "Brand Ambassador has a positive and significant direct and indirect effect on customer loyalty through customer satisfaction." The results of hypothesis testing are described as follows:

H1 Brand Ambassador has a positive and significant direct effect on Customer Satisfaction

Based on the results of the analysis on the beta coefficient of service quality, 0.642 with a count value of 10.266 ($t_{count} > t_{table}$, namely 1.65514) and a significant 0.000 (sig < 0.05). Based on the analysis results, the output shows that H0 is rejected and Ha is accepted, or it can be concluded that the brand ambassador has a positive and significant effect on customer satisfaction. The test shows that these results support this study's hypothesis (H1).

H2 Brand Ambassador has a positive and significant direct and indirect effect on Customer Loyalty through Customer Satisfaction

Based on the results of the analysis, it is known that the brand ambassador beta coefficient is 0.235 with a t_{count} of 3.122 ($t_{count} > t_{table}$ that is 1.65514) and a significant value of 0.002 (sig < 0.05). Based on the analysis output results, H0 is rejected, and Ha is accepted, or it can be concluded that the brand ambassador has a positive and significant effect on the value of customer loyalty. The test shows that these results support this study's second hypothesis (H1a).

Brand Ambassador has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction.

$$t = \frac{ab}{\sqrt{\frac{a^2}{(1-R^2)} + \frac{b^2}{(1-R^2)}}}$$

$$t = \frac{0,642 \times 0,535}{\sqrt{(0,535^2 \cdot 0,015^2 + 0,642^2 \cdot 0,055^2)}}$$

$$t = \frac{0,343}{\sqrt{(0,286225) (0,000225) + (0,412164)(0,003025)}}$$

$$t = \frac{0,433}{\sqrt{0,0006440062 + 0,0012467961}}$$

$$t = \frac{0,433}{0,00927179578} = 36,9939123055 = 36,994$$

The conclusion from the results of the Sobel test that has been carried out has a t_{value} of 36.994. Because the t value obtained is 36.994 > 1.65514 with a significance level of 5%, it proves that customer satisfaction can mediate the relationship between the influence of brand ambassadors on customer loyalty. Furthermore, based on the calculation of the direct and indirect effects, it is known that the direct influence of X1 on Y is 0.055 and the indirect effect is 0.081, which indicates that the indirect effect is greater than the direct influence so that it can be concluded that the brand ambassador has a positive and significant effect on customer loyalty through customer satisfaction.

DISCUSSION

Based on the results of the analysis that has been described, most of the respondents answered agree and strongly agree on the question items for each indicator of the brand ambassador variable. Brand Ambassador in the high category with a grand mean value of 4.09. The highest mean is found in statement item number 6, which is 4.28, which means that employees at Telkom indihome can explain and provide information readily accepted by customers when they make complaints or make transactions. Meanwhile, the lowest mean is found in item 13 of 3.72, which means that the Telkom indihome office in Surabaya has a good room layout. Customer satisfaction is an event that occurs after consumers use the services they want. Nunkoo et al., (2020); Rita et al., (2019); Wikhamn (2019) that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the performance or results of a product or service and their expectations. Referring to the calculation

results, customer satisfaction is categorized as high, with a grand mean value of 4.14. The highest mean is obtained from items 18, 4.16, which means that the expectations of complaints and services at Telkom Indihome Surabaya are always fulfilled. While the lowest mean is obtained from items 17 & 20 of 4.13, which means that the experience while using the Telkomsel provider and using the Telkom Indihome wifi service is fun & trusting. Referring to the first item of the customer satisfaction variable, customers are satisfied with the experience while using the Telkom Indihome wifi and feel pleasant using the services of Telkom Indihome. It can be seen that 54 respondents stated strongly agree, 70 respondents stated quite agree, only five respondents disagreed, and one respondent strongly disagreed. In terms of trust in using indihome wifi services and online customer service, it is fun, some customers disagree, and some strongly disagree, but on the fourth item, the customer satisfaction variable generally agrees with Telkom indihome wifi services.

The loyalty of customers of Telkom indihome Surabaya wifi users is shown in the behavior of the decision-making units to make repeat purchases. This is following the opinion URI states that customers with strong loyalty will make regular repeat purchases, recommend and say positive things to everyone they know, and are immune to pulls from competitors.

Based on the research table, customer loyalty to Telkom Indihome Surabaya wifi customers is high, with a grand mean of 4.02. The highest mean is obtained on item 22, which is 4.14, which means that we will recommend Telkom indihome Surabaya wifi products to friends or relatives because of the handling of information and obstacles in the Telkom indihome wifi is very good. Meanwhile, the lowest mean is found in item 23 with a value of 3.87, which means that you will continue to use the Telkom Indihome wifi product even though the tariff increases from time to time. In creating loyal customers, Telkom Indihome wifi does this by adding brand ambassadors and customer satisfaction. The goal is that Telkom Indihome can compete with other wifi service companies, especially in Surabaya, which is increasing year by year to get as many customers as possible and make customers have high loyalty to Telkom Indihome products. Overall, customer loyalty at Telkom Indihome is excellent because most customers answered firmly agree and agree.

HYPOTHESIS TEST

Based on the results of the hypothesis analysis, the beta value on the influence of brand ambassadors on customer satisfaction is 0.642, and the t_{count} is more significant than the t_{table} with a greater probability of 0.05 and r square value of 0.413. The brand ambassador test on customer satisfaction is accepted. So this study succeeded in proving the first hypothesis which states that brand ambassadors have a positive and significant direct effect on customer satisfaction.

Based on the results of the hypothesis analysis, the beta value on the influence of brand ambassadors on customer loyalty is 0.235, and the t_{count} is more significant than the t_{table} ($3.122 > 1.65514$) and significant value ($0.002 < 0.05$). Based on the results of the analysis output, brand ambassadors on customer loyalty are accepted, meaning that brand ambassadors have a positive and significant effect on customer loyalty.

Based on the results of the hypothesis analysis, the beta value on the effect of customer satisfaction on customer loyalty is 0.535, and the t_{count} is more significant than the t_{table} with a probability of less than 0.05, so testing the hypothesis that customer satisfaction variables have a significant effect on customer loyalty to Telkom indihome wifi users in Surabaya.

The test results show that there is an indirect effect of brand ambassador (x) on loyalty (Y) through customer satisfaction (Z). From the results of the Sobel test, the t value is 36.994 because the t value obtained is $36.994 > 1.65514$ with a significance level of 5%. It proves that customer satisfaction can mediate the relationship between the influence of brand ambassadors on customer loyalty. Furthermore, based on the calculation of the direct and indirect influence, it is known that 0.055 and the indirect effect of 0.081 which indicates that the indirect effect is greater than the direct effect, so it can be concluded that the brand ambassador has a positive and significant effect on customer loyalty through customer satisfaction.

CONCLUSION

Based on the results of the research that has been done and the discussion that has been described, it can be concluded as follows:

The condition of the brand ambassador, customer satisfaction, and loyalty at Telkom Indihome Surabaya and the results are included in the excellent category level.

The brand ambassador variable has a direct, positive, and significant effect on the loyalty of Telkomsel prepaid card customers in Grapari, Malang City. This is proven in the implementation of excellent and skilled Service Quality that can increase the sense of customer satisfaction.

The brand ambassador variable has a direct, positive, and significant effect on customer satisfaction for Telkom indihome wifi customers. Providing a brand ambassador that is in accordance with the wishes and needs of customers can significantly increase customer satisfaction.

The customer Satisfaction variable has a direct, positive, and significant effect on Telkom indihome wifi customer loyalty. Customer satisfaction can increase the sense of loyalty or customer loyalty to the products and services offered by Telkomsel, especially at Telkom Indihome Surabaya.

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