


# The Effect of Indosat Ooredoo Mini Outlet Customer Service Quality on Indosat Ooredoo Customer Satisfaction in Karangasem Regency

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Article Info	ABSTRACT
<p><b>Keywords:</b> Customer service, customer satisfaction, service quality</p>	<p>The Indonesian telecommunications sector is highly competitive and one of the fastest growing industries. Mobile operators have shifted from competing on rates or network coverage to focusing on service quality. A company's ability to provide superior and satisfying services is key to business sustainability and customer loyalty. Quantitative methods were used in this study to test and analyze the effect of the service quality of Indosat Ooredoo Mini Outlets on the satisfaction of Indosat Ooredoo customers in Karangasem Regency. Using five dimensions, variable X measures service quality: tangibles, reliability, responsiveness, assurance, and empathy. On the other hand, variable Y, or customer satisfaction, is measured through metrics such as conformity with expectations, interest in repurchasing, and recommendations from others. In this study, all Indosat Ooredoo customers in Karangasem Regency who had used the Customer Service at Mini Gerai were the subjects. The purposive sampling method was used to collect samples, and the total number of respondents who filled out the questionnaire was thirty. Multiple linear regression analysis was used to examine the data to validate the hypothesis and determine how significant the influence of the independent variables was on the dependent variable. Quantitative research results show that the quality of Indosat Ooredoo Mini Outlet Customer Service, which consists of tangibles, reliability, response, assurance, and empathy elements, greatly affects Indosat Ooredoo customer satisfaction in Karangasem Regency. The results show that maintaining and improving service quality in all aspects is very important to increase customer loyalty and satisfaction in the Karangasem Regency area.</p>
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## INTRODUCTION

The Indonesian telecommunications sector is highly competitive and one of the fastest growing industries. Mobile operators are now focusing on differentiation based on service quality, rather than just tariffs or network coverage, due to technological advances (Kohar et al., 2024). The ability of businesses to provide superior and satisfying services is key to business sustainability and customer loyalty in a market dominated by uniform offerings (Achmad, 2024). This is also true for Indosat Ooredoo, a rapidly growing telecommunications company.

Indosat Ooredoo is one of the key players in this industry. In its efforts to maintain and expand its customer base, the company relies heavily on direct physical contact with customers, one of which is through Mini Outlets (Purbasari et al., 2021). Mini Outlets serve as the company's frontline representation, where interactions between customer service officers and customers take place. The quality of service provided by Customer Service at these Mini Outlets—which includes response speed, reliability of information, empathy, and even the physical atmosphere of the outlet—directly shapes customer perception (Susilowati et al., 2022).

Karangasem Regency is an area with unique geographical and demographic characteristics. In the face of intense regional competition, Indosat Ooredoo needs to ensure that the established service quality standards are effectively implemented at the Karangasem Mini Outlet and are positively correlated with local customer satisfaction. Through regression analysis (quantitative method), this study can identify whether service quality dimensions, either partially or simultaneously, can affect customer satisfaction (Iqbal, 2021). This is important for allocating improvement resources efficiently.

Research on service quality often uses the SERVQUAL (Service Quality) model, a well-known and widely used research framework or instrument in marketing and operational management to measure service quality (Novita & Muanas, 2025), which divides service quality into five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Yeremias et al., 2024). These five dimensions are considered a standard framework for measuring the extent to which the services received by customers meet their expectations, which will ultimately determine the level of customer satisfaction (Novita & Muanas, 2025). Customer satisfaction is crucial because it correlates directly with customer retention, positive word-of-mouth, and repurchase intention (Darmawan & Yumhi, 2020).

Service quality is defined as the degree of conformity between consumer expectations and the service performance they receive (Rivai & Basri, 2020). Service quality is a customer's assessment of the excellence or superiority of a service. In the context of services, quality is not tangible, so its assessment is highly subjective and based on experience. The SERVQUAL (Service Quality) model is the most dominant and frequently used framework for measuring service quality (Rahmadi & Elsandra, 2025). This model identifies five key dimensions that customers use to evaluate service quality: (1) Tangibles: The appearance of physical facilities, equipment, personnel, and communication materials. In the context of Mini Outlets, this includes cleanliness, outlet layout, neatness of staff uniforms, and completeness of equipment. (2) Reliability: The ability to deliver promised services accurately and reliably. This is the most basic promise; for example, punctuality in handling problems or accuracy of information provided. (3) Responsiveness: The willingness and speed of staff in helping customers and providing fast service. This includes the alertness of staff in responding to queues or customer inquiries. (4) Assurance: The knowledge, courtesy, and ability of staff to foster customer confidence and trust. This dimension includes technical competence, credibility, and security offered. (5) Empathy: Individual attention given by the company to customers. This includes ease of contact, good communication, and efforts to understand specific customer needs (Rangkuti & Susianto, 2024).

Customer satisfaction is the result of a comparison made by consumers between the perceived performance of a product or service and their expectations (Lovelock & Wirtz, 2021). If the perceived service exceeds expectations, customers will be very satisfied; if the service meets expectations, customers will be satisfied; and if the service falls short of expectations, customers will be dissatisfied (Sembiring & Pratiwi, 2022). Customer satisfaction can be measured through several indicators, which usually include: (1) The match between expectations and the service performance received. (2) Repurchase intention or willingness to use the service again. (3) Willingness to recommend (word-of-mouth) the service to others. (4) Positive feelings or happiness after receiving the service (Sitanggang et al., 2023).

Theoretically, service quality is a direct cause of customer satisfaction. Consumers will evaluate the dimensions of the service they receive (Service Quality) and compare it with their internal standards, which then results in a certain level of feeling (Customer Satisfaction). In the context of Indosat Ooredoo Mini Outlets: (1) High quality in Reliability (e.g., problem resolution on the first attempt) will increase Satisfaction. (2) Fast Responsiveness (e.g., short waiting times) will reduce frustration and increase Satisfaction. (3) The empathy of customer service agents in listening to complaints will build positive relationships and contribute to satisfaction, even if the problem is not necessarily resolved immediately (Sunarsi, 2020).

Based on the above background and urgency, the problems to be examined in this quantitative study are formulated as follows: (1) How do the dimensions of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy of Indosat Ooredoo Mini Outlet Customer Service partially affect customer satisfaction in Karangasem Regency? (2) Does the quality of Indosat Ooredoo Mini Outlet Customer Service simultaneously have a significant effect on Indosat Ooredoo customer satisfaction in Karangasem Regency?

Several previous studies have confirmed the relationship between SERVQUAL and customer satisfaction in the telecommunications industry, namely The Effect of Service Quality on Telecommunications Customer Satisfaction, where service quality significantly affects satisfaction. The Reliability dimension is often the main determinant (Purbasari et al., 2021). Analysis of the Influence of SERVQUAL on Customer Satisfaction at Mobile Operator Outlets shows that all SERVQUAL dimensions, especially Responsiveness and Assurance, have a positive and significant effect on customer satisfaction (Rahmadi & Elsandra, 2025). The Relationship between Service Quality and Customer Loyalty in Telecommunications Services, it was found that improvements in service quality, particularly Empathy and Physical Evidence, are strongly correlated with loyalty (preceded by satisfaction) (Rangkuti & Susianto, 2024).

The relationship between variables can be formulated in the following hypotheses: H1 (Simultaneous): Service Quality (Tangibles, Reliability, Responsiveness, Assurance, Empathy) simultaneously has a positive and significant effect on Indosat Ooredoo Customer Satisfaction in Karangasem Regency. H2 (Partial): Each dimension of Service Quality (Tangibles, Reliability, Responsiveness, Assurance, Empathy) partially has a positive and significant effect on Indosat Ooredoo Customer Satisfaction in Karangasem Regency.

## METHOD

This study uses quantitative research with a descriptive causality approach. A quantitative approach was chosen because it aims to test hypotheses and analyze the cause-and-effect relationship (influence) between independent variables (service quality) and dependent variables (customer satisfaction) using numerically processed statistical data. The Indosat Ooredoo Mini Outlet in Karangasem Regency, Bali, was chosen as the location because it is the main point of direct interaction between Customer Service and Indosat Ooredoo customers in the region. The population in this study was all Indosat Ooredoo customers residing in Karangasem Regency who had used the Indosat Ooredoo Mini Outlet Customer Service. The sample used consisted of 30 respondents, which was chosen considering that the population of mini outlet users in Karangasem was limited and not too large. Primary data was obtained directly from the main source through the distribution of questionnaires to respondents (Indosat Ooredoo Mini Outlet customers). This data consists of respondents' perceptions and assessments of service quality and their level of satisfaction. Secondary data is supporting data obtained from documentation studies, such as Indosat Ooredoo's company profile, data on the number of customers in Karangasem Regency, as well as related literature, journals, and books. The collected data will be analyzed using statistical methods with Simple Linear Regression Analysis.

## RESULTS AND DISCUSSION

This section presents the results of the quantitative data analysis that has been conducted, followed by an interpretation and discussion of the findings based on theoretical foundations.

### Instrumen Testing

#### Validity Testing

This test is applied to determine the validity of a questionnaire. A questionnaire item is considered valid if it has an  $r$  value above the table  $r$  value of 0.374.

**Table 1.** Results of the Service Quality Variable Validity Test

Kode	<i>Corrected Item</i>	r tabel	Keterangan
	<i>Total Correlation</i>		
X1.1	0,818	0,374	VALID
X1.2	0,895	0,374	VALID
X1.3	0,889	0,374	VALID
X1.4	0,957	0,374	VALID
X1.5	0,970	0,374	VALID

Source: Processed data, (2025)

Based on the results of the table, it shows that all questionnaire items for the service quality variable have a higher calculated value than the table, indicating that each item is valid or correct.

**Table 2.** Customer Satisfaction Variable Validity Test Results

Kode	<i>Corrected Item Total Correlation</i>	r tabel	Keterangan
Y.1	0,848	0,374	VALID
Y.2	0,805	0,374	VALID
Y.3	0,860	0,374	VALID
Y.4	0,910	0,374	VALID
Y.5	0,888	0,374	VALID
Y.6	0,895	0,374	VALID

Source: Processed data, (2025)

The table above shows that all items in the customer satisfaction variable questionnaire have a calculated r value above the table r, so it can be concluded that all questionnaire items are valid or correct.

**Reliability Test**

This test was applied to determine whether the data collection tools used were reliable and accurate. The indicator used was Cronbach's Alpha. A statement on the questionnaire is considered accurate if it has a Cronbach's Alpha value above 0.06.

**Table 3.** Reliability test results for the service quality variable

Kode	<i>Cronbach's Alpha</i>	Batas	Keterangan
X1.1	0,983	0,06	RELIABEL
X1.2	0,981	0,06	RELIABEL
X1.3	0,981	0,06	RELIABEL
X1.4	0,981	0,06	RELIABEL
X1.5	0,980	0,06	RELIABEL

Source: Processed data, (2025)

Based on the results in the table, it shows that all items in the service quality variable have a Cronbach's Alpha value above 0.06, so all questionnaire items are declared accurate.

**Table 4.** Reliability test results for the customer satisfaction variable

Kode	<i>Cronbach's Alpha</i>	Batas	Keterangan
Y.1	0,982	0,06	RELIABEL
Y.2	0,982	0,06	RELIABEL
Y.3	0,982	0,06	RELIABEL
Y.4	0,981	0,06	RELIABEL
Y.5	0,981	0,06	RELIABEL
Y.6	0,981	0,06	RELIABEL

Source: Processed data, (2025)

The results above show that all questionnaire items for the variable have a Cronbach's Alpha value above 0.06, so all questionnaire items for the customer satisfaction variable are accurate or reliable.

**Hypothesis Testing**

**Multiple Linear Regression Analysis**

This explanation needs to be applied in order to obtain information related to the relationship between the dependent variable and the independent variable.

**Table 5.** Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
Constant	1,975	1,122	
Total X1	0,518	0,253	0,463

Source: Processed data, (2025)

From the results in the table, the simple linear regression analysis equation model is:  
 $Y = 1.975 + 0.518 (X1)$

This will be explained in more detail below.

- a. The constant value is 1.975, which means that if there are no independent variables that influence it, the constant value will remain at 1.975.
- b. The regression coefficient value of the service quality variable (X1) is 0.518 with a positive sign, meaning that service quality has a positive effect on customer satisfaction, where the better the service quality, the better the customer satisfaction.

**t-test (partial)**

This test is applied in order to obtain data related to the effect of some of the two variables in this study. It can be said to have an effect if the significance value (sig.) is below 0.05 and the t-value is above the t-table value.

**Table 6.** t-test

Model	t	Sig.
Constant	1,761	0,090
Total X1	2,048	0,050

Source: processed data, (2025)

The detailed information is explained below. For the service quality variable (X1), the sig. (0.050) is exactly 0.05 with a t-value of 2.048 above the t-table value of 2.045. It is possible that H1 is accepted because the service quality variable statistically has a significant effect on customer satisfaction at the Indosat Ooredoo Karangasem mini outlet.

**F-test**

This test is applied to obtain information about the simultaneous effect of all variables. Variables are said to have a simultaneous effect if the significance value is below 0.05 with a calculated F value above the F table value of 3.34.

**Table 7.** F test results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1154,580	2	577,290	128,195	<0,001 <sup>b</sup>
Residual	121,586	27	4,503		
Total	1276,167	29			

Source: processed data, (2025)

Based on the results, the significance value (0.001) is below 0.05 with a calculated F value (128.195) above the F table value. Thus, simultaneously, the service quality variable affects the customer satisfaction variable at the Indosat Ooredoo mini outlet in Karangasem Regency.

**Classical Assumption Test**

**Multicollinearity Test**

This test is applied to understand whether there is a correlation between the dependent variable and the independent variable in the regression model. A good regression model ensures that there is no interaction between the two variables concerned. There are indicators that show that multicollinearity does not occur when the tolerance level is above 0.10 and the VIF level is not greater than 10.

**Table 8.** Multicollinearity Test Results

Colinearity Statistics	
Tolerance	VIF
0,269	9,487

Source: processed data, (2025)

Based on the test results, the tolerance value is above 0.10 and the VIF value is less than 10. Therefore, it can be said that there is no multicollinearity problem in this study.

**Heteroscedasticity Test**

This research aims to understand the differences in regression models from one observation to the next. Each specific study shows that heteroscedasticity does not occur if the significance level is higher than 0.05.

**Table 9.** Heteroscedasticity Test Results

t	Sig.
2.196	0.037
1.660	0,108

Source: processed data, (2025)

Based on the above results, it is determined that the significance level of the variable is greater than 0.05. Therefore, it can be said that heteroscedasticity is not a problem in this study.

### Normality Test

The purpose of this research is to determine whether the data from the analysis is normally distributed. The data is considered normally distributed if the Asymp. Sig (2-tailed) value is greater than 0.05.

**Table 10.** Normality Test Results

		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	2,04759266
Most Extreme Differences	Absolute	0,123
	Positive	0,088
	Negative	-0,123
Test Statistic		0,123
Asymp. Sig. (2-tailed)		0,200 <sup>c,d</sup>

Source: processed data, (2025)

The data results in the table show that the Asymp. Sig (2-tailed) value is 0.200, which is above 0.05, meaning that the data in this research is normally distributed.

### CONCLUSION

Based on the results of quantitative data analysis in a study on the effect of the quality of Indosat Ooredoo Mini Outlet Customer Service on customer satisfaction in Karangasem Regency, the effect of the quality of Indosat Ooredoo Mini Outlet Customer Service, which was measured through five dimensions, namely (Tangibles, Reliability, Responsiveness, Assurance, and Empathy), both partially and simultaneously, the service quality variable has a significant and positive effect on Indosat Ooredoo customer satisfaction in Karangasem Regency. This shows that an overall improvement in service quality will have a direct impact on increasing customer satisfaction. The five dimensions show a positive and significant influence, which is the main determinant of satisfaction, where all aspects complement each other to increase customer satisfaction.

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