



THE EFFECT OF MARKETING AND SERVICE QUALITY MIX ON TELKOMSEL CUSTOMER SATISFACTION AND LOYALTY IN BOVEN DIGOEL REGENCY

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Abstract

The research aims to determine the factors that influence customer loyalty. This research is a quantitative study using the path analysis method with the help of SmartPLS software to process the data of the Kuisoner results. The results show that the marketing mix affects customer satisfaction, service quality affects customer satisfaction, Aura's marketing affects customer loyalty, quality of customer loyalty service, impacts customer satisfaction on loyalty, mixed marketing has positive effect on customer satisfaction and loyalty, service quality has positive effect on customer satisfaction and customer loyalty, marketing mix is not the most influential variable for customer satisfaction and Telkomsel customer loyalty in Boven district.

Keywords : *Marketing mix, service quality, satisfaction, loyalty*

INTRODUCTION

Every company is required to always be able to recognize, understand and fulfill the needs and wishes of customers better than its competitors. When customer needs and wishes are achieved means the customer's basic expectation has been fulfilled. If hope has been compared with the perceived quality of a product or service, then it can be said customers experience satisfaction or dissatisfaction. Therefore, customer satisfaction has become part of the purpose of most companies, in addition to obtaining the maximum profit or profit as well so that the company is able to face the tougher competition in order to maintain the company's survival. In line with that, the quality of service becomes important in order to provide more satisfaction to the customer and ultimately to the added value for the company itself.

Through customer satisfaction, it is hoped that the customers will make a re-purchase or reuse, not easily affected by other similar companies and will also form a free promotion for the company that is by providing positive recommendations to others. Building loyalty is the most effective way to achieve constant growth in profit. The best customers are loyal customers. Therefore, the company must be able to identify, retain and strengthen loyalty.

Parawansa, D. A. S. (2017) In his research suggests that the best service provided to major customers is one of the common ways that commercial banks do to maintain good relations with their customers. In addition, rewards programs, special rates, or special prices for customers who often make transactions with banks are also the way companies do to maintain good relations with customers.

Research is also done by Poh Theng Loo and Rosanna Leung (2016) in most of the luxury hotels in Taiwan that face critical product issues, especially regarding the condition of facilities and equipment offered in the guest rooms. In addition, hotel room cleanliness requires greater attention, especially the cleanliness of the room carpet, which can affect the comfort of the hotel guests during their stay.

Telkomsel is a company engaged in telecommunication, especially mobile phone with GSM (Global System for Mobile Communication) system. Telkomsel products are divided into postpaid and prepaid products. Various brands of products marketed in Indonesia are kartuHalo, simPATI, Kartu As, Kartu As Flexi, kartuHalo Flexi, Telkomsel Flash, Facebook cards, simPATI LOOP, and LOOP cards.

The high number of mobile user confidence in Telkomsel's service quality is the most fantastic customer growth rate of 1.9 million new customers in just 1 month in January 2015. With the addition of 1.9 million, as of January 2015, Telkomsel is trusted to serve 67.2 million customers or about 50% of mobile users in Indonesia. Of these, simPATI and Kartu AS prepaid cards are the highest contribution, namely 65.3 million subscribers and HALO card postpaid 1.9 million subscribers.

The population of Boven Digoel is 55,314 people who are above the age of 70 and under 14 years old. Many of them are the potential of the supply of PT. Telkomsel with the character of people who are loyal to a brand of products or services that are consumed. Although the condition of Telkomsel network in Boven Digoel still classified is not maximally, in some districts of Telkomsel network can only be used for telephone and short message (SMS) but the community still loyal using Telkomsel mobile card. Another interesting phenomenon related to Telkomsel mobile customers that besides owning Telkomsel card, most people have mobile card more than one provider. Especially in Boven Digoel district also occurred such a phenomenon where the loyalty to Telkomsel operator is still high but the community also began to use alternative mobile card from various providers that offer a wide range of attractive promo that is not owned by Telkomsel provider.

LITERATURE REVIEW

Customer loyalty

Loyalty is a loyalty arising from the experience of the past. According to Utami (2006:58) customer loyalty means customer loyalty to shopping at the location of the company. Loyalty demonstrates the willingness of customers to use goods or services repeatedly and voluntarily recommends such products or services to other consumers (Lovelock and Wright, 2005:133). According to Tjiptono (2011) Loyalty is a condition where consumers demonstrate positive properties of a product or manufacturer (service provider) with consistently repeated purchase patterns. According to Griffin in the Huriyati (2005:154), the characteristics of loyal customers are:

1. Make a repeat purchase.
2. Make a purchase outside the product/service line.
3. Invite others (referrals).
4. Demonstrate immunity from the appeal of competition (not easily affected by other similar products).

Customer Satisfaction

Assauri (2012) explains that customer satisfaction is a future indicator of the success of the company's business, which measures how well the customer's response to the future of the company business.

While according to Webster's 1928 Dictionary, as quoted by Lupiyoadi (2001:143), the customer is: "A person who has several times come to the same place to buy an item or equipment". So in other words, a customer is someone who continuously comes to the same place to satisfy his or her wishes by having a product (goods) or getting a service and paying the

product (goods) or services. The factors that encourage customer satisfaction are as follows:

1. Product quality, customers are satisfied if after buying and using the product it turns out the quality of products are good.
2. Price, for sensitive customers, usually a cheap price is a source of satisfaction is important because customers will get a high value for money.
3. Service quality, satisfaction to the quality of service is usually difficult to emulate. Service quality is a driver that has many dimensions, one of which is popular is servqual.
4. Emotional Factor, customers will feel satisfied (proud) because of the Emotional value given by the brand of the product.
5. Cost and convenience, customers will be more satisfied when relatively easy, comfortable and efficient in obtaining products or services.

Marketing Mix

According to Lupiyoadi (2001:58), the marketing mix of services and goods products has a difference. Product Marketing Mix includes the 4P: product, price, place and promotion while marketing services plus three more indicators are: people, process and physical evidence. The last three indicators related to the nature of the service in which the production or operation until the consumer is a series that can not be separated and involve consumer and service providers directly, in other words occur direct interaction between the two, so that if one does not precisely the organization will affect the overall marketing strategy(Pahlawan et al., 2019). The characteristics of services marketing can be described as follows:

1. Product (product)

Products cover the whole concept of objects or processes that provide a number of value benefits to consumers. According to Lupiyoadi (2001:56) defines the product as the overall concept of the object or process that provides a number of value benefits to the consumer. Goods and services are sub categories that describe two types of products, thus the term product is sometimes used in a broad sense to interpret goods or products manufacturing services. The products offered include physical goods, such as; A TV, a computer, a mobile phone and a motorcycle. Being a service consists of hotels, restaurants, transportation, people or private..

2. Price (pricing)

Pricing is a very important part of the service marketing mix, as pricing relates directly to earnings for the company's business. Pricing decisions are very significant in determining value for consumers and play an important role in the establishment of imagery for the service. The price also gives a perception of quality. Lupiyodi (2001), Payne (2000:28) defines the price as something paid and the ways or conditions associated with the sale. Pricing decisions for services are very important because of the characteristics of product inexistence. The price imposed on a service gives signals about the service to the consumers who will receive it.

3. Distribution Channel (place)

Place is a combination of locations and decisions on distribution channels related to how to delivery services to consumers and where the strategic location. The satisfaction of consumers ' needs not only depends on high quality products, good promotion so that the product can be well-known and affordable consumer price but also distribution channel problems should be considered because this problem has a considerable role and should not be ignored. Choosing distribution channels is increasingly important when the marketed product has a spread consumer. The selection of distribution and conduit for services depends heavily on market demand and the characteristics of the service itself. Delivery of services in distribution channels can be done through service providers, intermediaries and consumers. These options illustrate that although many of the services are intangible and inseparable, the direct selling is a suitable channel so that services can be distributed with a large number of other channel options.

4. Promotions (Promotion)

Promotion in the marketing mix of services forms an important role in helping communicate the positioning of services to consumers and relationship markets. Lupiyoadi and Payne (2000:28) define promotions as communication programs relating to marketing products or services. Service promotion covers a number of key areas. These areas, known as the communication mix

or the promotion mix, include the following elements: advertising, personal sales, sales promotions, public relations, word of mouth, and direct mail. The selection of communication mix for services includes decisions on issues such as whether to advertise, use personal sales or make publicity through greater public awareness with tools such as editorial, publication and press activities.

5. People (People).

The success of marketing a service depends heavily on the marketer's skills. Therefore, marketers need to be selected, training, motivation and human resource management. Employees are trained earnestly to provide satisfaction to consumers. Employees are the main part and should make sure that visitors get a pleasant service. The rules of dress and behaviour are strictly guarded so that employees meet the stipulated standards. The importance of skilled personnel in marketing services leads to greater interest in internal marketing. It realizes the importance of motivating, training and maintaining the quality of employees by developing jobs to satisfy individual needs. Internal marketing aims to reinforce the effective behavior of staff that will attract consumers to companies that are assessed as the intensity of service is highly preferred.

6. Process (Process)

The process includes procedures, assignments, schedules, mechanisms, activities and routines in which a product or service is delivered to the consumer. Bitner (2000:19) in Lupiyoadi (2001), explains that the procedures performed, mechanisms, and current activity of the services are provided. Identification of process management as a separate activity is a requirement for service quality improvement. The importance of this element is specifically highlighted in the service business where the inventory cannot be stored. Elements of people are very important in the marketing mix of services.

7. Physical Evidence

Bitner (2000:19), expressed that one of the last elements of the marketing mix of services is physical evidence. Physical evidence as: "The environment in which the service is delivered and where the firm and customer interact, and any tangible component that facilitate performance or communication of The service". The above definition can be interpreted as the environment in which the company provides its services and the place where the company can interact with consumers, as well as the various components that appear (tangible) in supporting the performance of facilities or communication to serve the consumers.

Quality of Service

One of the many service quality models used as reference in marketing research is the ServQual (Service Quality) model as developed by Parasuraman, Zeithaml, and Berry as quoted by Zeithaml and Bitner (2000:82) in their series of studies on six service sectors, reparations, household appliances, credit cards, insurance, long-distance telephone lines, automotive, retail, and securities brokers. ServQual (Service Quality) is built on the comparison of two key factors that are the customer's perception of the real service they receive (Perceived Service) with the actual service expected or desirable (Expected Service).

There are five-dimensional ServQual (Service Quality) models developed by Parasuraman, Zeithaml, and Berry as quoted by Zeithaml and Bitner (2000:82) as follows:

1. Tangible (tangible/physical evidence), which is the ability of the company to demonstrate its existence to external parties. This is related to physical facilities that are visually attractive.
2. Reliability, which is the ability of the company to provide services in accordance with the promised accurately and reliably.
3. Responsiveness (responsiveness), which is the ability and willingness of the company to help and provide a fast (responsive) and precise service to the customer.
4. Assurance (assurance), which is the knowledge, behavior, and ability of the company's employees to foster the trust of the customers to the company and the ability to create a sense of security for the customers.
5. Empathy (empathy), which gives customers genuine and personal attention, and strives to understand customers ' needs and desires.

Hyphotesis

Based on research questions, research objectives, literature review, and conceptual framework research, it can be formulated research hypothesis as follows:

Hypothesis 1: The marketing mix has a positive and significant impact on customer satisfaction.

Hypothesis 2: Quality of service positively and significantly affect customer satisfaction.

Hypothesis 3: The marketing mix has a positive and significant impact on customer loyalty.

Hypothesis 4: Quality of service positively and significantly impact customer loyalty.

Hypothesis 5: Satisfaction positively and significantly impact customer loyalty.

Hypothesis 6: The marketing mix has a positive and significant impact on customer satisfaction and loyalty.

Hypothesis 7: The quality of service has a positive and significant effect on customer satisfaction and loyalty.

Hypothesis 8: The marketing mix is the most influential variable towards customer satisfaction and loyalty.

Conceptual Model

Based on the structure of intervariable relationships in this research, the conceptual model of research is formulated in the picture below.

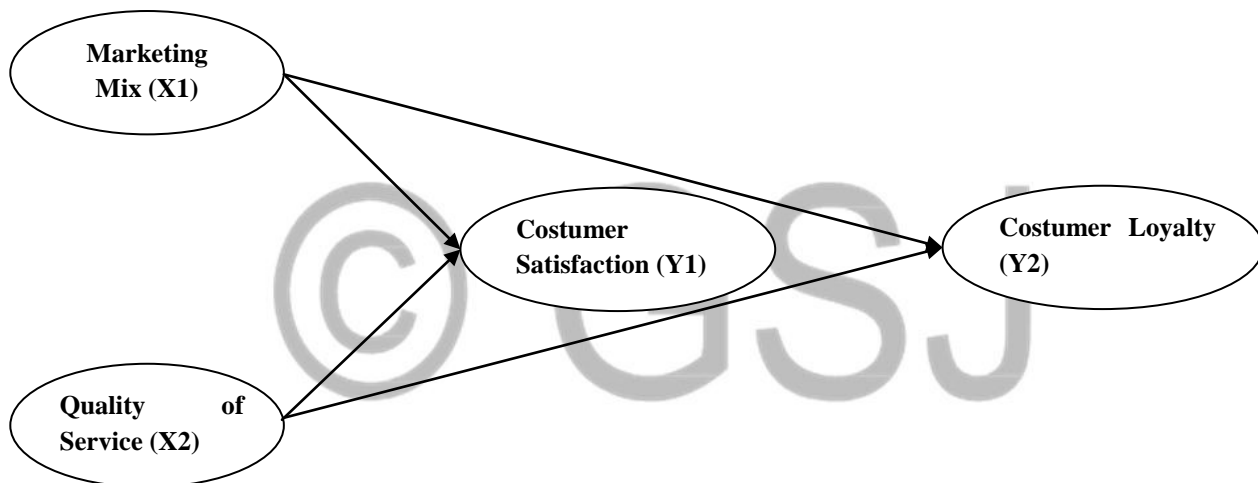


Figure 1: The Conceptual Model

RESEARCH METHOD

Location and Research Design

Surveys to collect the data needed in this study by spreading the questionnaire to be filled by respondents that correspond to the characteristics of the population. The questionnaire was conducted in Boven Digoel County. This research was conducted for 2 months from November 2019 until January 2020.

Population or Samples

Population is differentiated into two, i.e. population sampling and target population (Singarimbun, 1999). The population of Boven Digoel County was 55,314 inhabitants. The target population in this research is all customers or users of Telkomsel services who use the product Simpati, USA, the Halo card that is not known in number for sure.

Based on the sample determination according to Singarimbun (1999), Augusty (2005), and Hair, et.al. (1955), then in the determination of the number of indicators that are used as the basis for sampling, where there are 16 indicators in use. With a comparison of 5 observations, for each estimate the parameters of each indicator then the number of samples used is 5×16 parameters = 80 samples for Simpati customers, Kartu As, and a Halo card taken using purposive random sampling with several characteristics categories of respondents.

Data Collection Method

The types and sources of data used in the implementation of research are primary data and secondary data conducted based on data collection methods either through questionnaires and internal documentation of the company.

1. Primary Data

The data on the research objects obtained from observations or investigations, either directly or indirectly. This is achieved by spreading the questionnaire to the customers of PT Telkomsel in Boven Digoel district.

2. Secondary Data

That is data obtained from documentation or some reports and literature and library materials that are very relevant to the topic of discussion.

Data Analysis Method

The method of analysis is a method with a series of intentional actions and thought to study in a deeply or detailed matter especially in reviewing portions of a totality. It means to know the characteristics of each section, relationships with each other, and the role in the totality in question.

Analysis of data in this study using Partial Least Square (PLS) method. The analysis Path using SmartPLS 3.2.8 software can be used on any type of data scale (nominal, ordinal, interval, and ratio) as well as the more flexible terms of assumptions. PLS also used to measure relationship of each indicator with its construction. In addition, in PLS can be done test bootstrapping against structural model that is outer model and inner model.

EMPIRICAL RESULTS

To know the proposed model in a population views the value of the relationship between one variable and another variable or the coefficient of its path (β) by looking at the magnitude of the value O (original sample) as well as the value of the T statistic as a statement of value of the significance of 1.96 the relationship between one variable and the other variable The structural model or inner model can be seen in table 1 below:

Table-1: Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STERR)	Significance
Marketing Mix (X1) -> Costumer Satisfaction (Y1)	0.116018	4.936854	There is significant influence and positive value
Marketing Mix (X1) -> Costumer Loyalty (Y2)	0.790807	2.071055	There is significant influence and positive value
Costumer Satisfaction (Y1) -> Costumer Loyalty (Y2)	0.407911	6.623938	There is significant influence and positive value
Costumer Satisfaction (Y1) * Marketing Mix (X1) -> Costumer Loyalty (Y2)	0.567994	1.189409	No significant influence and positive value
Costumer Satisfaction (Y1) * Quality of Service (X2) -> Costumer Loyalty (Y2)	0.428559	4.638527	There is significant influence and positive value
Quality of Service (X2) -> Costumer Satisfaction (Y1)	0.726297	7.034164	There is significant influence and positive value
Quality of Service (X2) -> Costumer Loyalty (Y2)	0.080559	5.171481	There is significant influence and positive value

Source: Data Processing Results (2020)

Based on the Beta coefficient value and the T-statistic value above, the test results for each hypothesis are as follows:

The 1 hypothesis that states the marketing mix (X1) has a positive effect on customer

satisfaction (Y1). The result of the calculation of SmartPLS 2.0 indicates that the marketing mix significantly positive against customer satisfaction with the beta coefficient value of 0.116 and T-value 4.936. That is, the first hypothesis is received.

The 2 hypothesis that states the quality of Service (X2) positively affects customer satisfaction (Y1). The hypothesis test results show the path between service quality and satisfaction having the value of Coefision beta 0.726 and T-value 7.034 It shows the significance between the quality of service with customer satisfaction, so the 2nd hypothesis is declared positively influential.

The hypothesis of 3 marketing Mix (X1) positively affects customer loyalty (Y2). The result of counting using SmartPLS 2.0 shows the significance of marketing mix with customer's lalality it is evidenced by the beta coefficient of 0.790 and T-value of 2.071 hypothesis 3 received..

The 4 hypothesis that states quality of service (X2) positively affects customer loyalty (Y2). The hypothesis test results show the path between service quality and customer loyalty having the value of the Coefision beta 0.080 and T-value 5.171 It shows the significance between the quality of service with customer loyalty, so the 4th hypothesis is declared positively influential.

The 5 hypothesis that expresses customer satisfaction (Y1) has a positive effect on customer loyalty (Y2). The hypothesis test results show the path between customer satisfaction and customer loyalty has a value of beta 0.407 koefision and T-value 6.623 It shows the significance between customer satisfaction and customer loyalty, so the 5th hypothesis is stated to be positive and acceptable.

The 6 hypothesis that states the marketing mix (X1) has a positive effect on customer satisfaction (Y1) and customer loyalty (Y2). The hypothesis test results show a path between the marketing mix and customer loyalty moderated by customer satisfaction having a coefision value of beta 0.567 and T-value 1.189, meaning that a customer satisfaction variable that is a moderator variable cannot moderate the relationship between the marketing mix and customer loyalty variables, so the 6th hypothesis is stated to have no positive effect and is rejected.

The 7 hypothesis that states the quality of Service (X2) positively affects customer satisfaction (Y1) and customer loyalty (Y2). The hypothesis test results show a path between service quality and customer loyalty moderated by customer satisfaction having a coefision value of beta 0.428 and T-value 4.638, meaning that customer satisfaction variables that are variable moderators can moderate the relationship between service quality variables and customer loyalty, so that the 7th hypothesis is considered positive and acceptable.

The 8 hypothesis that states the marketing mix (X1) is the most influential variable on customer satisfaction (Y1) and the customer loyalty (Y2) is not proven, where the test result of the T-statistic is $1.189 < 1.96$, so the 8th hypothesis is otherwise unacceptable or rejected.

To see if customer satisfaction has a perfect mediation (full mediation) or partial mediation, then it can be seen the influence of predictor (marketing Mix) towards criterion (customer loyalty) while entering the influence of mediation (customer satisfaction). From the test it appears that when the influence of the mediator is entered on the model looks that the quality of service has no significant influence on customer loyalty.

This is different from the step when the mediation variable is not inserted into the model. With the loss of direct influence of the Predictor (quality of service) to the criterion (customer loyalty) can be stated that customer satisfaction has the effect of perfect mediation (full mediation).

DISCUSSION

The purpose of this research is to test and analyse relationships between variables, as well as to test the role of the pemediation variable i.e. customer satisfaction. Marketing mix has a positive role towards customer satisfaction and customer loyalty, customer satisfaction does not have full mediation role in this research.

This is in line with empirical studies that the creation of customer satisfaction can provide

benefits, including the relationship between service and customer services to be harmonious, providing a good basis for the use of the service, creation of customer loyalty and forming a recommendation of a word of mouth that is profitable for the company (Tjiptono, 2002). In addition, other empirical studies have also proved that the quality of service that is adopted by customers (perceived service quality) is defined as how large the gap between customer perception of reality is received compared to the customer's expectation of the service received. Parasuraman (1990) in Rahman Kadir (2013).

By implementing good quality of service and adding the dimensions of compliance as Telkomsel's compliance with the principles of its operational operations as it has been proven in this research where the quality of service will have a positive effect on customer satisfaction and loyalty. With this condition, Telkomsel should pay attention to the quality of service because it has a positive effect on the satisfaction, then customers who have been satisfied most likely to become loyal to Telkomsel in the district Boven Digoel.

The results of structural testing or inner models in this study showed full support for hypotheses 1 which stated that the marketing mix is a set that marketers can use to form the service characteristics offered to customers positively impact the satisfaction of Telkomsel customers, this is in line with previous research stating the marketing mix is positive and significant to customer satisfaction. The marketing mix and service quality have positive and significant effect on customer satisfaction (Pianto, D., Ikasari, H., & Nuswantoro, B. U. D. 2014).

In addition to positive effect on the quality of service to customer satisfaction, this hypothesized results also integrated in the customer satisfaction theory stating the performance produced by a product is worth the expectation of the customer, and if the performance of a product is not worth the expectation of the customer, the customer will be dissatisfied. Whereas if the product performance exceeds expectations then the buyer or customer will be very satisfied (Kotler et al., 2000). This identifies that with the good marketing mix given by Telkomsel in accordance with the customer's expectation so that the customer satisfaction came.

The second hypothesis in this study, stating the quality of Telkomsel service, positively affects customer satisfaction, in line with the research conducted by Wendha, A. A. A. P., Rahyuda, I. K., & Suasana, I. G. A. K. G. (2013). Research proves there is a customer satisfaction relationship with service quality. It also proves the influence of service quality influences is customer satisfaction in line with research Wowor, V. R. (2012). This identifies that when customers feel satisfied about the quality of service provided by Telkomsel employees, it will produce loyal customers.

Conversely, customers who feel dissatisfied will produce unloyal customers. Then if the quality of service is tested without entering the mediation variable that is customer satisfaction in the hypothesis test, it supports hypotheses that declare the quality of Telkomsel services positively affect the loyalty of Telkomsel customers. This is in line with the research conducted by Wendha, A. A. A. P., Rahyuda, I. K., & Suasana, I. G. A. K. G. (2013), which states that the quality of service has a positive and significant effect on customer loyalty.

The third hypothesis in this study states that the marketing mix positively affects customer loyalty, indicating the significance level of the marketing mix with customer care is explained by indicating that the marketing mix and service quality have a positive and significant impact on customer loyalty of Situmorang, R. R., & Sutrisna, E. (2017).

A fourth hypothesis that states that service quality has a positive effect on customer loyalty. This indicates the significance of the research conducted by Situmorang, R. R., & Sutrisna, E. (2017) which concludes that the influence of service quality has a positive and significant impact.

The fifth hypothesis which states that customer satisfaction has a positive influence on customer loyalty. These results are in line with previous research that distorting the quality of the service has a positive and significant effect on satisfaction, positive and significant satisfaction to the loyalty, as well as the quality of service effect positively and significantly towards loyalty. Wendha, A. A. A. P., Rahyuda, I. K., & Suasana, I. G. A. K. G. (2013).

The sixth hypothesis that states the marketing mix has a positive effect on customer

satisfaction and customer loyalty. The hypothesis test results show a path between the marketing mix and customer loyalty moderated by customer satisfaction which is a variable moderator cannot moderate the relationship between the marketing mix and customer loyalty variables.

The seventh hypothesis that states the quality of service has a positive effect on customer satisfaction and customer loyalty. The hypothesis test results show a path between service quality and customer loyalty moderated by customer satisfaction which is a moderator variable can moderate the relationship between service quality variables and customer loyalty,

The eighth hypothesis that states the marketing mix is the most influential variable on customer satisfaction and unacceptable customer loyalty

The theory states that loyalty is due to the attitude of customer behaviour, loyalty will be formed. Where customer attitudes can happen when a new product/service is introduced and/or its marketing is able to communicate the unique advantages of its products. The dynamics of the market, in which Telkomsel competes is perceived as similar/equal. Consequently, customers will form a positive/strong attitude towards Telkomsel products or services. Like the main theory used in this study is the Social Exchange Theory where one will respond to others ' treatment of him like what others treat him, in line with this research where one will be loyal when he has been satisfied with the quality of service provided by Telkomsel in Boven Digoel District

CONCLUSION

Based on the research conducted by the study of theories and formulation of problems that have been discussed, the following conclusions can be taken as follows:

1. The results of the research show that the marketing mix affects Telkomsel customer satisfaction in Boven Digoel District, where the marketing mix consisting of product, price, promotion, distribution, affects Telkomsel customer satisfaction in Boven Digoel district.
2. The results of the study shows the quality of service affecting Telkomsel customer satisfaction in Boven Digoel District, where the quality of service is Realiability, (reliability), Responsive (responsiveness), Assurance (assurance), which affects customer satisfaction.
3. The results showed showing the marketing mix affects customer loyalty through the satisfaction of Telkomsel customers in Boven Digoel district. The well-done Bauran by Telkomsel in Boven Digoel District can create customer loyalty and satisfaction in Boven Digoel.
4. The results of the study showed the quality of service to Telkomsel customer loyalty in Boven Digoel district. The quality of service provided to customers regarding products from Telkomsel in Boven Digoel District can create customer loyalty.
5. Research results show customer satisfaction effect on Telkomsel loyalty in Boven Digoel district. Customer satisfaction in accordance with customer expectation will lead to Telkomsel customer loyalty in Boven Digoel district.
6. The results showed a positive impact marketing mix towards customer satisfaction and customer loyalty in the district Boven Digoel..
7. The results of the study showed the quality of positive effect on customer satisfaction and customer loyalty in Boven district. With. Quality of service with good customer loyalty can create Telkomsel customer loyalty in Boven district.
8. The results showed that the marketing mix is not the most influential variable on customer satisfaction and Telkomsel customer loyalty in Boven district.

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