
THE INFLUENCE OF INFORMATION SYSTEM QUALITY, SERVICE QUALITY, AND INNOVATION IN REMOTE MONITORING SERVICES ON CUSTOMER SATISFACTION IMPACTING CUSTOMER LOYALTY AT PT. WÄRTSILÄ INDONESIA: A CONCEPTUAL MODEL

Irwan Rahdian Subarkah¹, Dwi Sunu Kanto²

^{1,2} **Department of Management, Faculty of Economics and Business, Trilogi University, Jakarta, Indonesia.**

ABSTRACT

PT. Wärtsilä Indonesia has integrated remote monitoring services into its portfolio since 2016. However, there is an interesting trend to note in the implementation of remote monitoring services, which peaked at 21 installations around 2021. There was a significant decrease to 18 installations in 2022, and it continued to decline to 11 installations in 2023. Various factors may be causing this decline, ranging from the quality of information systems to service quality, innovation, and customer satisfaction. This quantitative study aims to examine the influence of information system quality, service quality, and innovation in remote monitoring services on customer loyalty, mediated through customer satisfaction.

Keywords

Information System Quality, Service Quality, Innovation, Customer Satisfaction, Customer Loyalty, Conceptual Model.

INTRODUCTION

With the development of the power generation industry, remote monitoring has emerged as an integral part of the digital transformation in the electricity sector. Technological digitization brings promises of increased efficiency, reliability, and sustainability to this industry. PT. Wärtsilä Indonesia understands the strategic role of power generation in energy infrastructure, and in response to increasing demand and the need for sustainability, they have integrated remote monitoring services into their portfolio since 2016. This remote monitoring service provides an innovative solution to address the challenges of managing large-scale power plants. Digitalization in the electricity sector, particularly through remote monitoring services, has a significant impact on how operators and asset owners manage energy production.

However, there is an interesting trend to note in the implementation of remote monitoring services. In recent years, the number of installations of this service peaked at around 21 in 2021. However, there was a significant decrease to 18 installations in 2022, and it continued to decline to 11 installations in 2023. This decline can be interpreted as an indication of decreasing loyalty to remote monitoring services.

Various factors may be causing this decline, ranging from the quality of information systems, service quality, innovation, and customer satisfaction. Efficient and innovative information system quality provides the foundation for satisfying customer experiences, while responsive and high-quality service enhances customer satisfaction. On the other hand, innovation in products, services, and pricing brings added value that can create strong emotional bonds with customers.

In a competitive business era, companies need to understand that investing in information system quality, service, and innovation is not only a business strategy but also a strategic step to build long-term relationships with customers. By understanding and implementing these principles, companies can establish a solid foundation to achieve and maintain customer loyalty, create long-term value, and remain the preferred choice for consumers. This research examines the influence of information system quality, service quality, and innovation on customer loyalty, mediated through customer satisfaction.

LITERATURE REVIEW

A. Information System Quality

The definition of information system quality is crucial in determining the extent to which a system can benefit an organization. According to experts such as Kadir, Krismaji, and Sutabri, specific quality elements emerge as critical factors influencing the success and effectiveness of information systems. Kadir (2014) defines information systems as a formal set of procedures where data is categorized, processed into information, and distributed to users, highlighting the importance of data categorization, information transformation processes, and information distribution quality. Krismaji (2015) defines information systems as organized ways to collect, input, process, store, manage, control, and report data and information, emphasizing data organization, management quality, and efficiency in reporting. Sutabri (2016) states that information systems are systems within organizations processing daily transactions and supporting managerial and organizational strategic activities, highlighting the importance of transaction processing quality, managerial support, and organizational strategy contribution in assessing information system quality.

Factors influencing information system quality, as outlined by Iivari (2005), go beyond technical aspects and involve human, process, and organizational elements. Key factors influencing information system quality include human-system interaction, user availability and involvement, development process quality, organizational context, project management quality, and data quality. Understanding and effectively managing these factors are crucial in improving information system quality and ultimately providing significant value to organizations.

Iivari (2005) presents a comprehensive framework for evaluating and measuring the effectiveness of information systems through seven quality indicators: ease of use, ease of learning, speed of access, system reliability, flexibility, usefulness of system features and functions, and security. By understanding and evaluating these quality indicators, organizations can make better decisions in the development, implementation, and maintenance of their information systems, ultimately improving operational efficiency, user satisfaction, and competitiveness in a rapidly changing market.

The research conducted by Yuliyzar, Rofiq, and Deliagustianti (2021) reveals that the quality of information systems has a significant impact on customer satisfaction. This finding is consistent with Marcella's study (2017), which uncovered the positive effect of sales information system quality on customer satisfaction. Ratih's research (2020) also unveils that information system quality has a significant impact on customer loyalty. Similar findings are also evident in the study by Haykal, Febrilia, and Monoarfa (2023), affirming that the quality of information systems plays a central role in shaping consumer loyalty, which in turn can be influenced by customer satisfaction.

B. Service Quality

This section delves into the definition of service quality and the factors influencing it, as presented by various experts. Tjiptono (2012) defines service quality as an effort to fulfill customer needs and desires, emphasizing the importance of accurate delivery that balances customer expectations. Kasmir (2017) provides a broader perspective, stating that service quality involves actions aimed at satisfying customers, employees, and management, fostering positive work environments. Sinambela (2022) contributes the idea that service quality encompasses activities benefiting a group or entity, extending beyond physical products to include any activity satisfying customers. Lupiyoadi and Hamdani (2006) present a comprehensive view, stating that service quality spans the entire business process from booking to service delivery, emphasizing communication processes to enhance customer cooperation. These definitions collectively offer a nuanced understanding of service quality across various organizational aspects, crucial for maintaining and enhancing customer satisfaction and building a positive reputation in the increasingly competitive business landscape.

The factors influencing service quality to customers are crucial in shaping a company's image and reputation. According to Barata (2020), these points provide an in-depth view of key elements that can either enhance or diminish the quality of services provided to customers. Employee capabilities are central to service quality, as their skills and competencies form the foundation for satisfactory service delivery. Effective management patterns also play a vital role, fostering positive work environments and supporting employee dedication to providing quality service. Human resource development lays the groundwork for high service quality, ensuring employees are equipped with the necessary skills and potential. Harmonious work relationships are essential in creating a friendly and warm workplace atmosphere, positively impacting customer service delivery. Lastly, employee motivation and incentive policies are intertwined factors in improving service quality, with motivated employees demonstrating optimal performance when fairly rewarded, leading to increased service quality.

Service quality indicators, as outlined by Kotler and Keller (2018), encompass several dimensions critical for evaluating a company's ability to meet customer expectations and needs. Reliability is a key indicator, assessing a company's ability to deliver services

accurately and consistently, fostering customer satisfaction and trust. Responsiveness measures a company's speed and accuracy in providing services to consumers, contributing to positive perceptions of service quality. Assurance evaluates employee knowledge, politeness, and ability to build customer trust, essential for fostering customer confidence in the company. Empathy refers to sincere attention and individualized care given to customers, creating emotional bonds and fostering long-term relationships. Tangibles involve a company's ability to demonstrate its existence to external parties through adequate physical facilities, appearances, and infrastructure, creating positive impressions and providing customer comfort. These holistic service quality indicators cover various aspects, from physical to responsive and personal interactions, forming the basis for continuous improvement to ensure companies not only meet but exceed customer expectations in delivering superior service.

The study by Putra and Seminari (2020) indicates that service quality has a positive impact on customer satisfaction. Similar findings are also evident in the research by Nugraha and Nisa (2023), which shows that service quality and promotion have a positive effect on customer satisfaction, which in turn influences consumer purchase intention. In a study conducted by Wahyuni, Bahri, and Tumini (2023), it was found that service quality positively influences customer loyalty. Similar findings are also seen in the research by Rorong, Tawas, and Rogi (2023), which indicate that a good café atmosphere and satisfying service quality have a positive impact on customer loyalty.

C. Innovation

The concept of innovation, as defined by various experts, encompasses several creative aspects, intentional changes, and the introduction of something new. Nurdin (2016) defines innovation as involving the introduction of new practices or patterns from other organizations, highlighting the adoption of existing ideas or processes applied in different contexts. Suwarno (2008) emphasizes innovation as involving the recognition and acceptance of something new by individuals or groups. Sa'ud (2014) enriches the view of innovation as a creative choice, arrangement, and utilization of new resources, focusing on creativity and resource management in achieving desired goals. Milles (1973) underlines innovation as a specific, novel, intentional change planned to achieve specific goals through a system. Ellitan and Anatan (2009) view innovation as organizational change involving creativity in creating new products, services, ideas, or processes, emphasizing the creative process in adding value in the organizational context.

Factors influencing innovation are critical in enhancing competitiveness and development. These factors include organizational culture, innovative leadership, resources and budget allocation, employee collaboration, technology adoption, customer sensitivity, government regulations, uncertainty, and challenges. By understanding and addressing these factors, organizations can create an environment conducive to innovation, combining internal and external elements to form a strong foundation for innovative efforts.

Innovation indicators are essential in measuring business success and progress. Kotler and Armstrong (2011) highlight three innovation indicators: product quality, product variants, and product style and design. Product quality involves meeting or exceeding customer expectations, while product variants offer diverse options to meet varied customer preferences. Product style and design focus on aesthetics, practicality, and usability. These indicators provide a holistic view of a company's ability to adapt to change and add value through its products. Innovation in products can drive competitive advantage, brand differentiation, and customer satisfaction. By understanding and applying these innovation indicators, companies can strengthen their market position, respond to changing consumer needs, and lay a solid foundation for long-term business growth.

The study conducted by Fadhli et al. (2021) found that product innovation has a positive impact on customer satisfaction. Similar findings are also observed in the research conducted by Sudibyo (2020), which indicates that innovation, along with factors such as price and service quality, has a positive impact on customer satisfaction. In a study conducted by Made and Prasetya (2023), it was found that service innovation and product quality have a positive impact on customer loyalty. Intan, Yulia, and Saragih's (2023) research observes that product innovation and halal labeling contribute positively to customer loyalty.

D. Customer Satisfaction

Customer satisfaction is a multifaceted phenomenon involving emotional and evaluative aspects that emerge after customers interact with a product or service. Various marketing experts provide profound insights into the essence of customer satisfaction. Tjiptono (2012) defines customer satisfaction as the feeling of pleasure or disappointment resulting from comparing the perceived performance of a product with expectations. Similarly, Daryanto and Setyobudi (2014) emphasize customer satisfaction as an emotional assessment after product use, focusing on the fulfillment of customer needs and expectations. Kotler and Keller (2018) describe customer satisfaction as the pleasure or disappointment derived from comparing perceived product performance with expectations, highlighting its relative nature and dependency on meeting or exceeding customer expectations. Ferrinadewi (2005) contributes the perspective that customer satisfaction is the customer's assessment of product features successfully meeting needs at a pleasant level. Yamit (2005) interprets customer satisfaction as a post-purchase evaluation, emphasizing the comparison between perception and expectation, which can influence post-purchase decisions or customer loyalty.

Factors influencing customer satisfaction play a crucial role in forming long-term relationships between customers and products or services. Manurung (2009) identifies several key factors including expectations, actual performance, comparison, and confirmation/disconfirmation. Expectations refer to customer anticipations before purchase, shaped by previous experiences, advertisements, or recommendations. Performance relates to the actual experience of product performance, with satisfaction resulting from

meeting or exceeding expectations. Comparison involves evaluating how well products or services meet expectations, while confirmation/disconfirmation occurs when expectations match or differ from actual performance, influencing customer satisfaction.

Customer satisfaction indicators are critical elements in assessing how successfully a company meets customer expectations and needs. Kotler and Armstrong (2011) identify several key indicators including service systems, employee friendliness, meeting needs, and information speed. Service systems reflect the quality of services provided by a company, impacting customer experience significantly. Employee friendliness and professionalism also play a crucial role in customer satisfaction, as positive interactions can enhance relationships. Meeting customer needs involves how well products or services fulfill customer expectations, while information speed refers to the timeliness of providing relevant information, which can affect customer satisfaction. Actively monitoring and evaluating performance related to these indicators is essential for companies to improve services, products, and customer interactions, ultimately leading to increased customer satisfaction, loyalty, brand reputation, and business sustainability.

The study by Subawa and Sulistyawati (2020) on service quality shows that customer satisfaction mediates the relationship between service quality and customer loyalty. Research by Wiguna and Padmantlyo (2023) also indicates that service quality and price have a positive impact on customer loyalty, with customer satisfaction acting as a mediator. A study by Yuliyzar, Rofiq, and Deliagustianti (2021) demonstrates that the quality of information systems significantly influences customer satisfaction. Another study by Wati, Jaya, and Sudrajat (2016) shows that system quality, information quality, and service quality positively affect customer satisfaction and loyalty. Research by Nugraha and Nisa (2023) indicates that service quality and promotion have a positive impact on customer satisfaction, which in turn influences consumer purchase intentions. These findings align with the study by Subawa and Sulistyawati (2020), which observes that service quality positively affects customer loyalty with customer satisfaction as a mediating variable. Research by Fadhli, Komari, Rahmatika, and Ismail (2021) demonstrates that product innovation has a positive impact on customer satisfaction. The study by Made and Prasetya (2023) discusses the role of customer satisfaction as a mediator in mediating the influence of service innovation and product quality on customer loyalty.

E. Customer Loyalty

In the realm of customer relations, loyalty stands out as a critical aspect, playing a pivotal role in the long-term success of a business. Various experts offer insights into customer loyalty, defining it as a phenomenon encompassing deep commitment, positive response, and consistent repurchasing behavior. Tjiptono (2012) describes customer loyalty as a response closely tied to a commitment to uphold the underlying relationship between consumers and the company, reflected primarily in consistent repurchases of offered products or services. Adding to this dimension, Hurriyati (2010) emphasizes the depth of commitment in customer loyalty, manifested in subscription renewals or consistent repurchases over time, forming the primary basis of customer loyalty.

Emphasizing the emotional aspect, Sutisna (2001) portrays customer loyalty as an affectionate attitude towards a brand, evident in the consistent behavior of choosing and purchasing products or services from that brand over time. This sentiment represents a positive and emotional bond between customers and brands. Kotler and Keller (2018) highlight customers' deep commitment to favored products or services, emphasizing a strong determination to continue buying or supporting specific products or services, which drives customers to remain loyal and not switch to competitor brands.

Understanding and effectively managing the factors influencing customer loyalty are vital for marketing strategies and business management. Gaffar (2007) and Marconi (2002) elaborate on these factors, offering a comprehensive understanding of how a company can enhance and maintain customer loyalty. Key factors include customer satisfaction, emotional attachment to the brand, trust, customer experience, value (price and quality), brand image, convenience, and service quality and guarantees. By comprehensively addressing and managing these factors, companies can create an environment conducive to stimulating customer loyalty, leading to positive impacts on their business growth and sustainability.

CONCEPTUAL MODEL

Based on the literature review above, the conceptual model is formulated as follows:

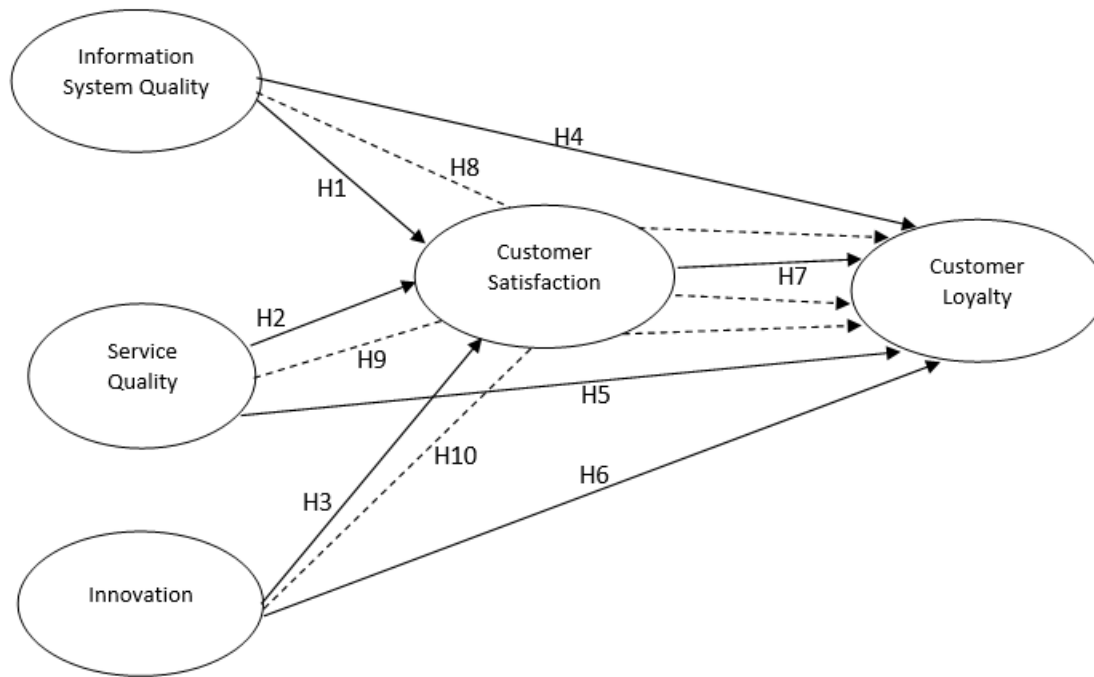


Figure 1. Conceptual Model

HYPOTHESES

Based on the conceptual model and literature review, the hypotheses can be formulated as follows:

- H₁: Information system quality directly influences positively and significantly customer satisfaction.
- H₂: Service quality directly influences positively and significantly customer satisfaction.
- H₃: Innovation directly influences positively and significantly customer satisfaction.
- H₄: Information system quality directly influences positively and significantly customer loyalty.
- H₅: Service quality directly influences positively and significantly customer loyalty.
- H₆: Innovation directly influences positively and significantly customer loyalty.
- H₇: Customer satisfaction directly influences positively and significantly customer loyalty.
- H₈: Customer satisfaction acts as a mediating variable mediating the relationship between information system quality and customer loyalty.
- H₉: Customer satisfaction acts as a mediating variable mediating the relationship between service quality and customer loyalty.
- H₁₀: Customer satisfaction acts as a mediating variable mediating the relationship between innovation and customer loyalty.

METHODOLOGY

This study is an explanatory quantitative research using primary data in the form of a questionnaire. The population in this study consists of all 21 installations using remote monitoring services provided by PT. Wärtsilä Indonesia, with the sample being customers of PT. Wärtsilä Indonesia's remote monitoring services. The sampling technique used is a saturated sample approach to ensure that the research results reflect the characteristics and overall quality of the population. In this study, data processing is carried out through the processes of editing, coding, scoring, and tabulating. Furthermore, validity and reliability tests, assumption tests for path analysis, and hypothesis testing path analysis are conducted.

CONCLUSION

The objective of this study is to create a conceptual framework exploring how the quality of information systems, the quality of services, and innovation in remote monitoring services affect customer loyalty at PT. Wärtsilä Indonesia, with customer satisfaction as a mediator. This research includes background information, a review of relevant literature, hypotheses, and the methodology employed in the study. By employing the conceptual model proposed in this research, we aim to ascertain the influence of information system quality, service quality, and innovation on customer loyalty, mediated through customer satisfaction.

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