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The influence of service quality, network Enom 2.0, and customer satisfaction on Telkomsel customer loyalty: A study in the Papua-Maluku area

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Abstract

The company's image plays an important role in shaping customer perception of service quality, especially in the competitive telecommunications and digital services industry. A strong image can be a competitive advantage by driving loyalty through a positive perception of service and price. This study aims to analyze the influence of company image, service quality, and price fairness on Telkomsel's customer satisfaction and loyalty in the Papua and Maluku regions. This study uses a causal quantitative method with a deductive approach and a cross-sectional design. The research population is 3,351,130 Telkomsel customers, with a sample of 385 respondents selected using the purposive sampling method. The research instrument is in the form of an online questionnaire consisting of 28 questions and has been tested for validity and reliability. Data analysis was carried out using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results of the study show that Telkomsel's corporate image has a significant effect on the perception of service quality and price fairness. The perception of service quality and price fairness has a positive effect on customer satisfaction, which in turn has a direct impact on customer loyalty. Customer satisfaction is the main factor in forming loyalty, where satisfied customers are more likely to continue using Telkomsel's services, extend contracts, and recommend them to others, especially in the Papua and Maluku regions.

Keywords: Company image, Customer loyalty, Customer satisfaction, Price fairness, Service quality.

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Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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1. Introduction

The company's image plays an important role in shaping customer perceptions of service quality, especially in the competitive telecommunications and digital services industry. A strong image can serve as a competitive advantage by fostering loyalty through a positive perception of service and price [1]. Good image perception also increases repurchase

intent and encourages positive word-of-mouth recommendations [2]. Research shows that a positive image contributes to higher customer retention rates. This occurs because quality relationships can be established between companies and their customers [3]. For Telkomsel, as one of the largest telecommunication service providers in Indonesia, a strong image is essential to maintain its dominance in the market, including in regions with geographical challenges such as Papua and Maluku.

Based on the results of a survey in the 2024 Telkomsel Internal Report on the Survey on Communication Effectiveness and Public Perception of Telkomsel, people in the Papua and Maluku regions have a very positive view of Telkomsel, with an average score of 8.82 out of 10. Some of the main factors that contribute to this positive image include Telkomsel's perception as a leading digital company (score 9.11), the significant difference between Telkomsel and competitors (score 8.66), and a good reputation, which is strengthened by a score of 8.93. Telkomsel is also considered to have a clear competitive advantage (score 8.81) and provides greater benefits for its customers (score 8.66). In conclusion, this survey shows that Telkomsel's corporate image in Papua and Maluku is very positive and plays an important role in attracting and maintaining customer loyalty [4].

In addition to the company's image, service quality is also an important factor in determining the company's success, especially in the highly competitive telecommunications and digital services industry. These qualities are the main differentiators in attracting and retaining customers, as they are directly related to the customer's evaluation of the benefits received, which is influenced by the gap between their expectations and perception of the service [1].

In the telecommunications industry, network reliability as part of technical quality plays a big role in shaping customer loyalty [5]. Studies in Brunei also show that high service quality not only increases satisfaction but also strengthens a company's positive image and encourages long-term loyalty. In addition, the quality of after-sales service also contributes to increasing repurchase intentions and strengthening brand reputation [2]. Therefore, superior service quality is the key to the company's competitiveness and success in various sectors.

Based on the survey, people in the Papua and Maluku regions gave a very positive assessment of the quality of Telkomsel's products and services, with an average score of 8.78 out of 10. Service reliability is one of the main aspects, with a score of 8.78, reflecting that people feel that Telkomsel's services are very reliable.

Furthermore, price fairness is a crucial factor in influencing consumer decisions, as the perception of fair prices can increase customer satisfaction and loyalty [1]. Emphasized that fair prices can strengthen the relationship between consumers and companies, encourage repurchases, and increase loyalty. In addition, consumers are also more receptive to high prices if they have a positive perception of the company's image.

The survey results on Telkomsel's customer satisfaction level in Papua and Maluku are very high. A total of 98.1% of respondents gave a satisfaction score between 7 and 10, with an average score of 8.47, reflecting that Telkomsel's services have succeeded in meeting customer expectations. Meanwhile, the level of dissatisfaction was very low, with only 1.9% of respondents giving a score of 1 to 3, indicating a lack of complaints from customers in the region. So, from this data, it shows that Telkomsel has succeeded in creating a very high level of customer satisfaction in the Papua and Maluku regions. This high level of satisfaction is very important for Telkomsel in maintaining customer loyalty and competitiveness in regions with significant infrastructure challenges.

Further analysis indicates that although Telkomsel has advantages in service quality and customer loyalty, challenges remain regarding customer dissatisfaction with network stability and price perception. This discrepancy between the company's internal claims and customer perceptions highlights the need to focus on service improvements and pricing strategies. In the competitive telecommunications industry, corporate image, service quality, and price fairness are crucial factors in maintaining customer satisfaction and loyalty.

The previous research has been done by Leong et al. [1] and Aboalganam et al. [6] "Corporate image as an enabler of customer retention in the International Journal of Quality and Service Sciences found that corporate image plays an important role in shaping customer retention through the perception of service quality and price fairness, thereby supporting customer loyalty, especially in the network-based service industry.

Furthermore, Erjavec et al. [7] and Manyanga et al. [8] in the journal "Drivers of Customer Satisfaction and Loyalty in Service Industries," published in the Journal of Business Economics and Management, it is shown that in the service industry, service quality and price fairness are the main factors influencing customer satisfaction, which, in turn, has a strong impact on the formation of customer loyalty.

This research presents a novelty by integrating the ENOM 2.0 Network variable as part of the analysis of customer loyalty in the telecommunications sector, especially in challenging geographical areas such as Papua and Maluku. It differs from previous research that only emphasized service quality, corporate image, and price fairness [7]; this study expands the theoretical model by including network innovation programs (ENOM 2.0) as specific contextual factors that can improve the perception of service and customer experience. In addition, this research focuses on areas outside Java that have unique market and infrastructure characteristics, thereby making a new contribution to the customer loyalty literature in the telecommunications industry in disadvantaged, frontier, and outermost (3T) areas.

This study aims to analyze the influence of corporate image, service quality, and price fairness on customer satisfaction and loyalty in Telkomsel's ENOM 2.0 program, in order to provide strategic recommendations for improving customer experience in the Papua and Maluku regions that face significant operational challenges. Academically, this research is expected to contribute to strengthening the theoretical understanding of the relationship between these variables, especially in challenging geographical contexts. From a practical perspective, the results of this research will offer strategic insights for Telkomsel in formulating more effective marketing policies, including enhancing the company's image, improving

service quality, ensuring price fairness, and maintaining customer loyalty in Papua and Maluku, which possess substantial market potential.

The framework of thinking in this study refers to previous research, namely:

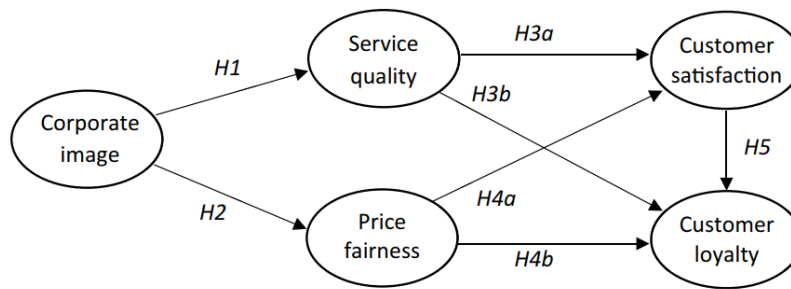


Figure 1.
Research Framework.
Source: Leong et al. [1].

H₁: The company's image has an influence on customer expectations for the quality of services received.

H₂: The image of the company has an influence on the perception of price fairness in the eyes of customers.

H_{3a}: The quality of service has an influence on customer satisfaction.

H_{3b}: The quality of service affects customer loyalty.

H_{4a}: Price fairness affects customer satisfaction.

H_{4b}: Price fairness affects customer loyalty.

H₅: Customer Satisfaction affects customer loyalty.

2. Research Methods

This study employs a quantitative approach with causal research, aiming to determine the cause-and-effect relationship between independent and dependent variables [9]. In terms of control over variables, the approach used is a survey, which is conducted in a natural setting where respondents are asked to complete a questionnaire based on their perceptions and experiences. The instrument used to measure variables is the Likert scale. In this study, the independent variable (X) is corporate image, the dependent variable (Y) is customer loyalty, and the moderating variables (Z) include service quality, price fairness, and customer satisfaction.

The population in this study consists of active Telkomsel customers in Papua and Maluku who have been using the network, calling, and customer service services for the past six months. Based on data, Telkomsel's total customers in the region reached 3,351,130.52, distributed across Ambon, Jayapura, Manokwari, Sorong, and Timika. The sample was determined using *nonprobability sampling techniques*, particularly *purposive sampling*. This technique assists researchers in selecting respondents based on specific criteria relevant to the research objectives. The criteria include customers who have subscribed for more than six months, have a minimum monthly expenditure of IDR 50,000 for Telkomsel services, originate from a predetermined region, actively use Telkomsel's internet service, and utilize a combination of services such as data, calls, or SMS.

For large populations, Leguina [10] suggests a normal distribution-based approach to determining sample sizes based on margin of error and confidence level. The formula indicates that if the population is very large, as in this study (3,351,130.52 customers), an approach using a proportional percentage will be employed.

Trust Level: .95% ($z = 1.96z$)

margin of error (e): 5% ($e = 0.05$).

Sample size formula for a large population:

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

z : critical value (1.96 for a 95% confidence level).

p : the proportion of the expected population (assume 0.5 for the maximum size).

e Margin of error

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.05^2}$$

$$n = \frac{3 \cdot 841 \cdot 0.25}{0.05^2}$$

$$n = 384.16$$

Adjustment for finite population (Finite Population Correction). For large populations, you can use the correction formula: $N = 3,351,130.52$

$$n_{adj} = \frac{n}{1 + \frac{n-1}{N}}$$

$$n_{adj} = \frac{385}{1 + \frac{384}{3,351,130.52}}$$

$$n_{adj} \approx 385$$

The minimum sample size in this study was determined to be 385 respondents, based on the approach from Hair and the assumption of a confidence level of 95% with a margin of error of 5%, rounded upwards to ensure the adequacy of the sample.

Data collection is conducted through two main sources, namely primary and secondary data. Primary data is obtained directly from respondents using instruments designed to measure research variables, while secondary data is gathered from documents, reports, or other relevant sources to support the analysis.

All data obtained were analyzed using a quantitative approach. To ensure the quality of the research instruments, reliability and validity tests were conducted. Subsequently, the analysis was performed to address the formulation of the problem and test the formulated hypotheses. This study employs a quantitative data analysis method with the *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) approach. The analysis process includes an assessment of the measurement model (*outer model*), an assessment of the structural model (*inner model*), and hypothesis testing.

3. Results and Discussion

Partial Least Squares Structural Equation Model (PLS-SEM) Measurement Model (Outer Model)

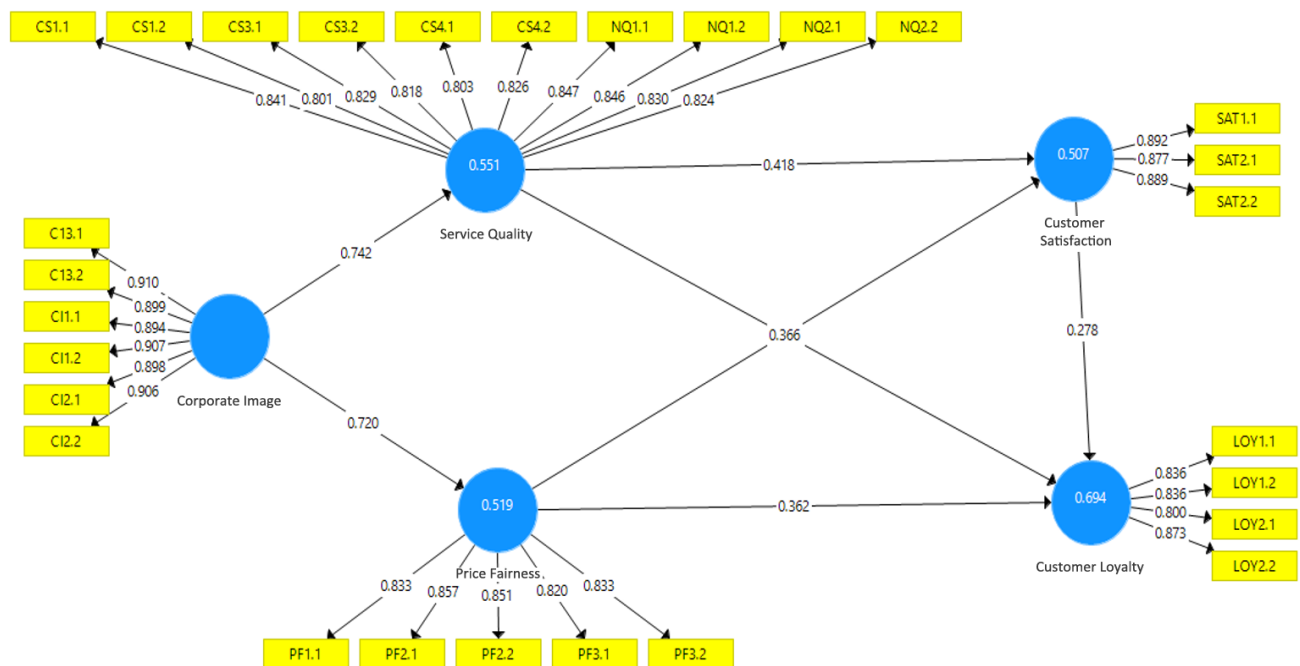


Figure 2.
Outer Model Results.

3.1. Validity Test

Validity is the extent to which an instrument can measure what it should be measuring [11]. Convergent validity shows the extent to which indicators within a construct are positively correlated with other indicators measuring the same construct. Convergent validity testing can be conducted through two approaches: reviewing the Outer Loading and the Average Variance Extracted (AVE) values. The results of the Outer Loading value test are presented as follows:

Table 1.
Outer Loading Results.

Variable	Item	Outer Loading	Information
Corporate Image	CI1.1	0.894	Valid
	CI1.2	0.907	Valid
	CI2.1	0.898	Valid
	CI2.2	0.906	Valid
	CI3.1	0.910	Valid
	CI3.2	0.899	Valid
Service Quality	CS1.1	0.841	Valid
	CS1.2	0.801	Valid
	CS3.1	0.829	Valid
	CS3.2	0.818	Valid
	CS4.1	0.803	Valid
	CS4.2	0.826	Valid
	NQ1.1	0.847	Valid
	NQ1.2	0.846	Valid
Price Fairness	NQ2.1	0.830	Valid
	NQ2.2	0.824	Valid
	PF1.1	0.833	Valid
	PF2.1	0.857	Valid
	PF2.2	0.851	Valid
Customer Satisfaction	PF3.1	0.820	Valid
	PF3.2	0.833	Valid
	SAT1.1	0.892	Valid
Customer Loyalty	SAT2.1	0.877	Valid
	SAT2.2	0.889	Valid
Customer Loyalty	LOY1.1	0.836	Valid
	LOY1.2	0.836	Valid
	LOY2.1	0.800	Valid
	LOY2.2	0.873	Valid

Based on the results of data processing shown in Table 1, all indicators in this study show an outer loading value above 0.65. This indicates that all items used in the questionnaire have met the eligibility and validity criteria as a construct gauge. The next method is Average Variance Extracted (AVE), which is one of the indicators used to measure convergent validity in the measurement model (outer model).

The following are the results of the AVE test in this study:

Table 2.
Average Variance Extracted (AVE) Results.

Variable	Average Variance Extracted (AVE)
Corporate Image	0.814
Customer Loyalty	0.700
Customer Satisfaction	0.785
Price Fairness	0.704
Service Quality	0.683

From the results in Table 2, it can be seen that the entire construct has an AVE value above 0.50. Thus, it can be concluded that all constructs in this research model meet the criteria for convergent validity based on AVE measurements.

3.2. Reliability Test

Reliability testing aims to measure the consistency of indicators within a construct. In this study, Composite Reliability (CR) was used, which is considered acceptable if the value exceeds 0.70. Values between 0.60 and 0.70 are still acceptable for exploratory research, while values below 0.60 indicate low reliability. The following presents the results of the reliability test for each construct in the research model:

Table 3.

Composite Reliability (CR), Cronbach's Alpha, and Average Variance Extracted (AVE) Test Results.

	Cronbach's Alpha	Composite Reliability	Information
Corporate Image	0.954	0.963	Reliable
Customer Loyalty	0.857	0.903	Reliable
Customer Satisfaction	0.863	0.916	Reliable
Price Fairness	0.895	0.922	Reliable
Service Quality	0.948	0.956	Reliable

Based on the results in Table 3 all constructs in the model have Cronbach's Alpha and Composite Reliability values above 0.70, indicating that the indicators within the construct exhibit high internal consistency and reliability. Thus, it can be concluded that all constructs in this research model have met the reliability criteria and are suitable for further testing in the structural model.

3.3. Evaluation of Structural Models (Inner Model)

3.3.1. Path Coefficient

The Path Coefficient describes the strength and direction of the relationship between exogenous and endogenous constructs in a structural model. A coefficient value close to +1 indicates a strong positive relationship and is usually statistically significant, while a value close to -1 indicates a strong negative relationship. Conversely, if the value is close to 0, the relationship is weak, and its contribution to explaining other variables in the model is relatively low. The following are the results of the path coefficient values in this research model:

Table 4.

Path Coefficient Results.

	Customer Loyalty	Customer Satisfaction	Price Fairness	Service Quality
Corporate Image			0.720	0.742
Customer Satisfaction	0.278			
Price Fairness	0.362	0.366		
Service Quality	0.312	0.418		

The interpretation of Table 4, namely:

- The corporate *image* relationship showed a strong influence on *price fairness* through H2 (0.720) and *service quality* through H1 (0.742).
- The *price fairness* relationship has a moderate effect on *customer satisfaction* through H4a (0.362) and *customer loyalty* through H4b (0.366).
- The *service quality* relationship also shows a contribution to *customer satisfaction* through H3a (0.312) and especially to *customer loyalty* through H3b (0.418).
- Meanwhile, the *customer satisfaction* relationship affects *customer loyalty* through H5 with a value of 0.278, which is quite sufficient, but not as strong as the influence of other variables such as service quality.

3.4. R-Square (R^2)

R-Square (R^2) or the coefficient of determination is an important indicator in evaluating the inner model in the PLS-SEM approach. R^2 indicates the magnitude of the combined effect of exogenous constructs on endogenous constructs in structural models. The following are the results of the R-Square and Adjusted R-Square value tests obtained from data processing using SmartPLS 4:

Table 5.

R-Square and Adjusted R-Square Test Results.

Dependent Variable	R Square	R Square Adjusted	Interpretation
Customer Loyalty	0.694	0.692	69.4% of customer loyalty variability can be explained by the independent variables in the model. The model has strong predictive power.
Customer Satisfaction	0.507	0.504	50.7% of customer satisfaction variability can be explained by independent variables. The model has moderate predictive power.
Price Fairness	0.519	0.517	51.9% of Price Fairness variability can be explained by independent variables. The model has moderate predictive power.
Service Quality	0.551	0.55	55.1% of service quality variability can be explained by independent variables. The model has moderate predictive power.

Interpretation of Table 5 as follows:

- Customer Loyalty has the highest R^2 value of 0.694, which means the model has strong predictive ability in explaining customer loyalty. Exogenous constructs such as Customer Satisfaction, Price Fairness, and Service Quality contribute significantly to explaining the variability of these constructs.
- Customer Satisfaction, Price Fairness, and Service Quality have R^2 values above 0.50 but below 0.67, which indicates that the model has moderate predictive power over these constructs.
- The difference between R^2 and R^2 Adjusted across all variables is very small, which indicates that the number of exogenous constructs in the model is correct and there are no overfitting problems.

So, based on the test results, it can be concluded that the model has excellent predictive ability in explaining customer loyalty variables, as well as moderate ability in explaining other constructs. This indicates that the constructed model has been able to explain a considerable variation of the constructs that are the focus of this study.

3.5. Effect Size (F-Square)

One of the important indicators in the evaluation of the inner model on the PLS-SEM approach is Effect Size (f^2). The effect size test aims to determine the contribution or relative influence of each exogenous construct to the endogenous construct in the structural model.

Here are the results of the F-square test based on independent variables and target construction:

Table 6.
Effect Size (f-square) Test Results.

Independent Variables	Customer Loyalty	Customer Satisfaction	Price Fairness	Service Quality	Interpretation
Corporate Image	-	-	1.078	1.227	The effect is very large on Price Fairness and Service Quality
Customer Satisfaction	0.125	-	-	-	Small effect on Customer Loyalty
Price Fairness	0.216	0.158	-	-	Moderate effect on Customer Loyalty and small on Customer Satisfaction
Service Quality	0.154	0.207	-	-	Small effect on Customer Loyalty and moderate effect on Customer Satisfaction

Source: Olahana [12].

Interpretation of Table 6 as follows:

- Corporate Image exerts the most influence in the model, with an f^2 value of 1.078 for Price Fairness and 1.227 for Service Quality. This shows that positive perceptions of the company's image are very dominant in shaping the perception of fair prices and quality services.
- Price fairness has a moderate effect on customer loyalty (0.216) and a small effect on customer satisfaction (0.158). This indicates that price fairness is quite important in forming loyalty, but it is not the only major factor.
- Service Quality had a small effect on Customer Loyalty (0.154) but a moderate effect on Customer Satisfaction (0.207). This indicates that service quality affects customer satisfaction more than direct loyalty.
- Customer Satisfaction shows a small effect on Customer Loyalty (0.125), which means that while it has an effect, it is not as big as other factors such as service quality or price fairness.

Based on the f^2 values obtained, it is known that the corporate image is the most dominant factor in influencing the model, especially in relation to the perception of price fairness and service quality. In addition, service quality and price fairness also play an important role in shaping customer satisfaction and loyalty. While customer satisfaction contributes to loyalty, its influence is not as significant as other constructs. Thus, these findings show that to significantly increase customer loyalty, companies need to focus efforts on strengthening their brand image and ensuring that service quality and price fairness remain top priorities.

3.6. Bootstrapping Test

Bootstrap is a non-parametric statistical method used in PLS-SEM to assess the significance of model parameters, both in structural models (inner models) and measurement models (outer models). This technique involves randomly resampling data with replacement to generate an empirical distribution of parameter estimates.

3.6.1. Direct Effect

Table 7.
Direct Effect Analysis.

Relationship	Original Sample (O)	T Statistics	P Values	Interpretation
Corporate Image → Price Fairness	0.72	22.854	0.000	Corporate Image has a positive and significant effect on Price Fairness.
Corporate Image → Service Quality	0.742	25.604	0.000	Corporate Image also has a very strong effect on Service Quality.
Customer Satisfaction → Customer Loyalty	0.278	8.167	0.000	Customer Satisfaction has a positive relationship with Customer Loyalty, but the effect is smaller than other factors.
Price Fairness → Customer Loyalty	0.362	9.103	0.000	Price Fairness has a significant influence on Customer Loyalty.
Price Fairness → Customer Satisfaction	0.366	7.292	0.000	Price Fairness has a strong effect on Customer Satisfaction.
Service Quality → Customer Loyalty	0.312	8.139	0.000	Service Quality increases Customer Loyalty significantly.
Service Quality → Customer Satisfaction	0.418	8.033	0.000	Service Quality has a significant effect on Customer Satisfaction.

Source: Processed Author (2025).

The results of the direct effect analysis with bootstrapping, where all relationships had a T value of > 1.96 and $P < 0.05$, indicated statistically significant relationships. Corporate image has the strongest influence on price fairness and service quality. Meanwhile, service quality and price fairness are also significant in influencing customer loyalty and customer satisfaction. Customer satisfaction → Customer loyalty is also significant, albeit with a smaller influence.

3.6.2. Total Indirect Effect

Table 8.
Total Indirect Effect Analysis.

Path	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Interpretation
Corporate Image → Customer Loyalty	0.652	0.649	0.048	13.681	0.000	Corporate Image has a very strong indirect influence on Customer Loyalty.
Corporate Image → Customer Satisfaction	0.574	0.569	0.041	14.058	0.000	Corporate Image also has a big influence on Customer Satisfaction.
Price Fairness → Customer Loyalty	0.102	0.102	0.018	5.587	0.000	Price Fairness has a significant indirect effect on Customer Loyalty through Customer Satisfaction.
Service Quality → Customer Loyalty	0.116	0.116	0.021	5.632	0.000	Service Quality also has a significant indirect effect on Customer Loyalty.

Source: Processed Author (2025).

The results of the analysis of the total indirect effect indicate that Corporate Image has a very significant indirect influence on Customer Loyalty and Customer Satisfaction. Meanwhile, Price Fairness and Service Quality also make substantial indirect contributions to customer loyalty through satisfaction mediation.

3.6.3. Specific Indirect Effect

Table 9.
Specific Direct Effect Analysis.

Mediation Relationship	Original Sample (O)	T Statistics	P Values	Interpretation
Price Fairness → Customer Satisfaction → Customer Loyalty	0.102	5.587	0.000	Customer Satisfaction mediates the relationship between Price Fairness and Customer Loyalty with a small but significant effect.
Corporate Image → Price Fairness → Customer Satisfaction → Customer Loyalty	0.073	5.422	0.000	This indirect relationship is significant, showing that Corporate Image has an impact on Customer Loyalty through two mediators (Price Fairness & Customer Satisfaction).
Service Quality → Customer Satisfaction → Customer Loyalty	0.116	5.632	0.000	Customer Satisfaction plays a significant mediator between Service Quality and Customer Loyalty.
Corporate Image → Service Quality → Customer Satisfaction → Customer Loyalty	0.086	5.314	0.000	The effect of this mediation is significant. Corporate Image increases Customer Loyalty through Service Quality and Customer Satisfaction.
Corporate Image → Price Fairness → Customer Loyalty	0.261	8.049	0.000	Corporate Image affects Customer Loyalty indirectly through Price Fairness with a strong effect.
Corporate Image → Service Quality → Customer Loyalty	0.232	7.429	0.000	Corporate Image also affects Customer Loyalty indirectly through Service Quality.
Corporate Image → Price Fairness → Customer Satisfaction	0.264	6.778	0.000	Corporate Image has an impact on Customer Satisfaction through Price Fairness, with a strong effect.
Corporate Image → Service Quality → Customer Satisfaction	0.311	7.064	0.000	Corporate Image also has a big impact on Customer Satisfaction through Service Quality.

The results of the Specific Effect analysis occurred in all mediation pathways that showed a significant influence ($p < 0.05$). The indirect effect of Corporate Image through Price Fairness and Service Quality on Customer Satisfaction and Customer Loyalty is strong and strategic. Layered mediation pathways, such as Corporate Image → SQ → CS → CL, demonstrate that initial perceptions of a company can affect loyalty indirectly through a series of variables.

4. Discussion

4.1. The influence of Telkomsel's Corporate Image on Service Quality in Papua and Maluku

The results of the analysis indicate that Telkomsel's corporate image positively influences the perception of service quality in the Papua and Maluku regions. A favorable corporate image shapes customer expectations regarding service quality, leading customers who view Telkomsel positively to believe that the services provided are of high quality. A strong image reflects service quality, especially for customers without direct experience. These findings align with previous research stating that company image can serve as an early indicator in shaping perceptions of service quality and in creating high expectations for the services offered [13].

4.2. The influence of Telkomsel's Corporate Image on the Perception of Price Justice in Papua and Maluku

The results of the analysis show that Telkomsel's corporate image influences the perception of price fairness in the Papua and Maluku regions. A positive image encourages customers to perceive prices as reasonable, as they feel the value received is proportional to the costs incurred. Additionally, a fair perception of price can also enhance a company's image [14]. These findings are consistent with research in Slovenia indicating that a good corporate reputation enhances customer tolerance to price. However, in highly competitive sectors such as telecommunications, the influence of image on satisfaction and loyalty is not as significant as the impact of service quality and price factors [7].

4.3. The Effect of Telkomsel's Service Quality on Customer Satisfaction in Papua and Maluku

The results of the analysis show that Telkomsel's service quality has a positive effect on customer satisfaction levels in the Papua and Maluku regions because good service quality can meet or even exceed customer expectations. These findings are supported by research that reveals that aspects such as personal attention from employees, ease of access to services, and the company's ability to effectively handle complaints contribute to increased customer satisfaction. [14]. In addition, service quality is also a dominant factor in determining customer satisfaction and loyalty, especially in sectors with limited

provider choices such as telecommunications and toll roads [7]. Research by Simanjuntak et al. [15]. Also shows that service quality has a significant impact on customer satisfaction.

4.4. *The Influence of Telkomsel's Service Quality on Customer Loyalty in Papua and Maluku*

The results of the analysis show that Telkomsel's service quality has a positive impact on customer loyalty in the Papua and Maluku regions, where high-quality services encourage customers to remain loyal and strengthen trust in the company. Previous research supports these findings by showing that good service quality increases satisfaction, which in turn strengthens customer loyalty. In addition, factors such as service fairness and social influence also affect loyalty. Hossain et al. [16], while other research shows that service quality can attract new customers and retain existing ones, including among Generation Y [17]. The quality of service output has a direct effect on loyalty, with customer satisfaction serving as an intermediary, especially in industries with limited provider options.

4.5. *The Effect of Price Fair Perception on Telkomsel's Customer Satisfaction in Papua and Maluku*

The analysis findings indicate that the perception of price fairness significantly influences Telkomsel's customer satisfaction levels in the Papua and Maluku regions, where prices deemed reasonable and proportional to the quality of service received enhance customer satisfaction. The concept of price fairness has been identified as a crucial factor in influencing satisfaction, including in healthcare, where fair pricing increases the perception of value of services. When price perception aligns with the quality of service, customers tend to be more satisfied [17]. Other research has also shown that fair pricing has a positive impact on customer satisfaction. Simanjuntak et al. [15], while according to George and Sahadevan [14]. Fair price perceptions can reduce negative impressions of costs and reinforce value perceptions, ultimately improving customer satisfaction [7]. Affirm that a positive price perception contributes directly to increased customer satisfaction.

4.6. *The Effect of Price Fairness perception on Telkomsel Customer Loyalty in Papua and Maluku*

The results of the analysis show that the perception of price fairness has a significant effect on Telkomsel's customer loyalty in the Papua and Maluku regions, where prices that are considered reasonable not only increase customer satisfaction but also strengthen loyalty. Satisfied customers are more likely to make repeat purchases and recommend services to others, making the perception of fair pricing an important strategy for maintaining long-term relationships with customers. Other research has also revealed that price perceptions affect customer loyalty, either directly or through satisfaction as a mediating factor, with a stronger effect in the telecommunications sector, where price is a major factor in customer decisions.

4.7. *The Effect of Customer Satisfaction on Telkomsel's Customer Loyalty in Papua and Maluku*

The results of the analysis show that customer satisfaction has a significant influence on Telkomsel's customer loyalty. Customers who are satisfied with the service tend to be more loyal, as demonstrated by their willingness to continue using the service and recommend it to others. These findings align with previous research indicating that loyalty is strongly influenced by satisfaction levels, where services that meet or exceed expectations encourage customers to make repeat purchases and provide positive recommendations [15, 18].

5. Conclusion

The results of the analysis show that Telkomsel's corporate image has a significant effect on the perception of service quality and price fairness, which has a direct impact on customer satisfaction and loyalty in the Papua and Maluku regions. Good service quality as well as fair price perception are proven to strengthen satisfaction, which in turn is key in shaping customer loyalty. Therefore, Telkomsel is advised to continue building a positive image through transparent communication, responsive service, maintained service quality, and reasonable pricing. A focus on customer experience, particularly in areas with limited access such as Papua and Maluku, is also important to strengthen loyalty. Follow-up research is expected to explore other factors such as local culture, brand trust, and the role of service digitization in improving customer satisfaction in the 3T area.

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