CHAPTER I

INTRODUCTION

1.1.   Background of the Study

The development of information technology is currently progressing rapidly, one of which is the increasingly widespread use of smartphones on every among the community. With the development of mobile technology, especially android widely used, information services that are already running at this time should be able to follow the development of mobile technology. According to Pardede and Watini (2021), with the increasing number of smartphone users in Indonesia, every software company must provide various applications based on the type and usefulness that suits the needs of its users. For this reason, the provider must think that the application must be practical, fast, easy to use, and can benefit its users. Therefore, the provider must design the application as best as possible in order to attract users to download and use it.

According to Muliadi and Japarianto (2021), Application usability refers to the ease with which users can interact with and navigate through an application to accomplish their tasks effectively and efficiently. It encompasses various aspects such as user interface design, navigation, responsiveness, error handling, and overall user experience. An application with high usability is intuitive, user-friendly, and minimizes user frustration while maximizing productivity. Achieving good application usability often requires thorough user research,

iterative design improvements, and testing to ensure that the application meets the needs and preferences of its target users.

Reliability is a fundamental requirement in real time applications where time-sensitive content is delivered to multiple receivers simultaneously using network multicast functionalities. According to Aprialdi and Aini (2023), The reliable delivery of this content depends on the existence of a fault resilient that is able to restore services in case of a failure. A reliable network can provide consistent and fast communication, data transfer, and access to network resources. A reliable network can also prevent data loss, corruption, or leakage due to network failures or attacks. A reliable can also reduce the cost and time of maintenance and repair.

According to Japlani and Suryadi (2022), Customer responsiveness is about listening to customers' needs, answering their questions, and addressing their concerns. It can also mean delivering on promises and creating a positive customer experience. Improving customer responsiveness is an essential element of providing excellent customer service. It involves proactively responding to customers, understanding their needs, and providing timely solutions that meet their expectations.

Telkomsel was incorporated on 26 May 1995 in Jakarta, Indonesia by PT Telekomunikasi Indonesia Tbk (Telkom) and PT Indosat Tbk (Indosat). In 1996, KPN Netherlands (KPN) and PT Setdco Megacell Asia (Setdco) acquired stakes in Telkomsel of 17.28% and 5%, respectively. In 2001, Telkom acquired Indosat shares to increase its ownership to 77.72%, while KPN and Setdco's shares were

acquired by Singtel Mobile. The following year, Singtel Mobile increased its ownership by 12.7%, bringing its total ownership in Telkomsel to 35%, while it is majority owned by Telkom Indonesia with 65% of the shares.

**Figure 1. 1 Logo of Telkomsel**
Sources: Telkomsel (2024)

Telkomsel cellular Provider provides My Telkomsel application services which can be downloaded for free on Google Playstore with the aim to improve the ease of user service through the application on the device smartphone.

Figure 1.2. My Telkomsel
Sources: Prepared by the Writer (Google Play, 2024)

My Telkomsel mobile application is a self-service application launched by Telkomsel providers to provide convenience to *Kartu Halo*, *Simpati*, *Kartu AS,* and LOOP users in managing accounts and accessing services presented by

Telkomsel through Android and iOS-based smartphones. My Telkomsel provides various conveniences such as viewing data usage, the number of credit and packages for Telkomsel number, managing your name, email and social media account connections, top up credit, buy Telkomsel packages, find Grapari outlets, find out Telkomsel Poin number and exchange Telkomsel Point. Some of the benefits of my Telkomsel are:
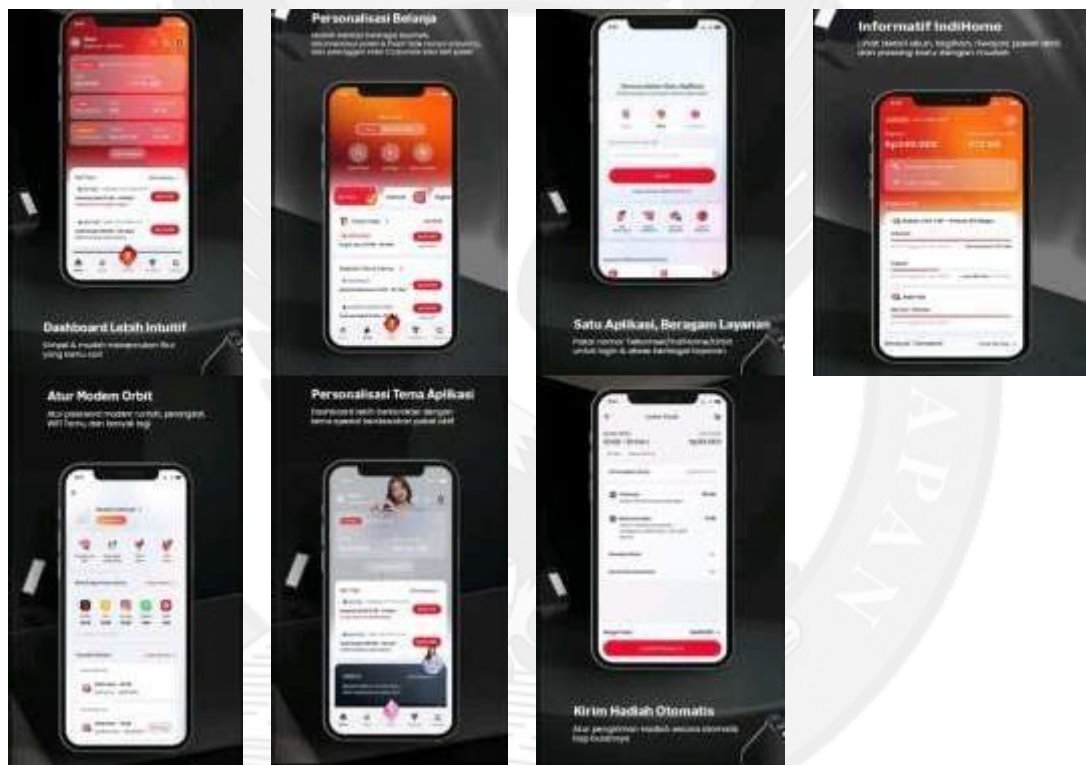
Figure 1.3. Benefits of My Telkomsel
Sources: Prepared by the Writer (Google Play, 2024)

According to Febri et al. (2024), In conducting a pre-survey, you can involve 5-10 people from the target group who represent various aspects. Despite the small number, researchers can usually identify most of the key issues. This pre-liminary assessment will focus on key indicators of satisfaction user at Telkomsel as follow:

Table 1.1 Pre-Liminary of Customers on Reviews for Satisfaction of Telkomsel

Indicators	Pre-Liminary	Yes	No
Expectations	Does Telkomsel currently meet or exceed consumer expectations?	4	6
Performance	Are you satisfied with the current network quality?	3	7
Comparison	Is the consumer the top choice right now ?	5	5
Experience	Is the current service provided by customer service Telkomsel was it a pleasant experience?	2	8

Sources: Prepared by the Writer (Imterview, 2024)

$$\text{Average "No" Responses} = \frac{6+7+5+8}{4} = \frac{26}{4} = 6,5$$

Table 1.1 shows a high level of consumer user dissatisfaction that encourages customers not to make Telkomsel the first choice. In addition, the low satisfaction of Telkomsel users can also be seen from the number of consumer reviews in Medan.

Table 1.2 Total Review of Customers at My Telkomsel,(2021-2023)

Year	Total Review		
	Rating 1	Rating 2	Rating 3
2021	59	17	8
2022	62	23	16
2023	93	26	11

Sources: Prepared by the Writer (My Telkomsel, 2024)

Table 1.2 shows that quite a number of consumers who do bad reviews (1-3). This can be due to the service is still slow and impolite in serving consumers and the lack of employees who perform services to consumers. Of course, consumers are quite disappointed Telkomsel users. In addition, some consumers who make complaints are required to purchase credit and data packages from Telkomsel customer service. From this phenomenon resulted in many consumers who do not want to use Telkomsel and switch to other providers.

The low satisfaction of consumers can also be seen from the critical reviews carried out on the My Telkomsel application, which can be seen in the table below.

Table 1.3 Negative Reviews for My Telkomsel

Months	Critical reviews
January	*Pulsaku 10.000 sdh masuk stlh top-up by linkaja, tiba² hilang, padahal Saya belum apa²in lho. Saya sudah cek riwayat pemakaian pulsa, tidak ada pemakaian sama sekali. Saya sudah buat laporan ke agen cs stlh tanya AI veronica, tdk ada yg respon. KEMBALIKAN UANG SAYA!!!!*
February	*Kasih bintang satu 1. Jaringan sangat buruk 2. Paketan mahal. Dulu pas awal pake telkomsel enak sinyal kuat paketan murah sekaramg harga paketnya sangat mahal. Harga di aplikasi my telkomsel beda sama punya temen saya, perlu di perbaiki lagi itu menu nya kenapa bisa beda beda harga paketnya,JUJUR UNTUK SAAT INI SANGAT KECEWA SAMA TELKOMSEL !!!*
March	*Hei telkomsel,.. Gua tiap minggu beli kuota 11 gb 32rb. Kadang ga nyampe seminggu. Kadang 3 hr, 4 hr habis. Kenapa sinyalnya ga pernah stabil. Stabilnya hanya pada aplikasi yang menghabiskan kuota seperti: YouTube, facebook, tiktok, snack video, dll. Bahkan masuk situs dewasapun diizinkan masuk karena bsa memutar video dan menghabiskan kuota. Speednya pun bsa nyampe 8mb/s lebih. Tapi jika main game, browsing, baca berita, dll sinyalnya sering loading lama Speednya juga berbeda 1mb/s naik turun*
April	*Kalau sinyal jelek sudah biasa. Tapi pas dipakai penting sinyal suka drop tiba-tiba. Padahal cuma ditinggal standby dan tidak dibuat apa-apa. Kalau sudah sinyal drop. Langsung tidak jalan datanya. Kalau enggak dicek seharian bisa enggak gerak datanya. Kerjaan sering berantakan gara-gara sinyal yang tidak stabil. Awal-awal jalan tiba-tiba drop, tidak bisa buat apa-apa. Kalau pas ketahuan, kerjaan udah jadi berantakan. Contohnya jadi lagi standby, tahu-tahu error kalau enggak muat ulang.*
May	*Ada paket yang namanya "Hot Promo Bulanan Lite" dengan kuota 18 GB perbulan dan harganya cuman beda 5 ribu dari paket hot promo bulanan normal yang 16 GB/45 ribu tapi soal jaringan yang dikasih, label "lite" ini kayak scam, gimana enggak masa iya jaringannya sering hilang sendiri terus dapat notif "tidak ada internet" dengan bar jaringan hilang atau "X" dan satu-satunya cara mengatasinya cuman dengan on/off kan mode pesawat untuk me refresh jaringannya, itupun kadang berhasil dan kadang tidak*
June	Jaringannya ga terlalu bagus. Sy yg suka main game dan hrs membutuhkan jaringan pun merasa kesal dan jengkel. Pdhl dlu jaringannya bagus² sj wlpn di daerah sy tmpt tiang sinyal nya tdk berubah posisi sampai skrg. MOHON DI PERBAIKI, STABILKAN KEMBALI.
July	Iseng doang pengen nyoba telkomsel, ternyata sinyalnya sering hilang pas di pakai vc di wa (padahal tengah kota tangerang), dan pemakaian aplikasi sosmed terlalu memakan kuota alias sangat boros, padahal yg di buka aplikasi itu2 saja. Masih lebih hemat pakai indosat & smartfren/kuota datanya tidak cepat habis di 2 provider itu

Sources: Prepared by the Writer (Google Play, 2024)

Table 1.1. shows that some examples of complaints every month in the My Telkomsel application. The majority of My Telkomsel application users who conduct critical reviews relate to the appearance of applications that are not easy to use, slow loading due to increased application size, application weaknesses and so on. From this data it can be concluded that My Telkomsel application users experience dissatisfaction.

The phenomena obtained related to ease of use of the My Telkomsel application which can be seen in Table 1.4.

Table 1. 4. Data Phenomenon of Application Ease of Use Variable (X_1)

Indicators	Description
Easy to Learn	According to complaints from My Telkomsel application users, the more updates are made, the more confusion users have in searching menus and choosing packages. The Menu in the application is too complicated plus a dizzying number of animations.
Clear and understandable	According to users, the User Interface (UI) and User Experience (UX) design is complicated so that it sometimes makes users unable to understand well.
Flexible	According to complaints that the My Telkomsel application whose application size is getting heavier so that it is sometimes slow when opened by users. My Telkomsel application also often errors.
Easy to use	When using My Telkomsel, frequent errors even though the UI Graphic looks very uncomfortable for users.

Sources: Prepared by the Writer (2024)

Table 1.4 above shows that dissatisfaction with the ease of use of the My Telkomsel application. This is related to the impossibility of using because of the number of animations that are really inconvenient for users, vagueness, the application becomes inflexible to use because of the increasingly heavy application size when updates occur and the frequent My Telkomsel application errors that are very disturbing to users.

Some phenomena for reliability which can be seen in Table 1.5.

Table 1. 5. Data Phenomenon of Reliability Variable (X₂)

Indicators	Description
Accuracy	According to users, the cellular network is not strong. Then when the weather is bad like heavy rain then, Telkomsel signal often lost or can not be used.
Dependability	According to customers, the network quality is inconsistent wherever users are, especially when the weather is bad. In addition, Telkomsel networks cannot reach villages.
Speed	Telkomsel does not always provide fast service in responding to users' network requests, sometimes having to wait 2-3 working days due to long queues.

Sources: Prepared by the Writer (2024)

Table 1.5 shows that Telkomsel's network is quite disappointing for customers due to the inconsistency of the network provided, especially when the weather is bad which cannot be used.

The phenomena obtained related to responsiveness of the Telkomsel application which can be seen in Table 1.6.

Table 1. 6. Data Phenomenon of Responsiveness Variable (X₃)

Indicators	Description
Fast service	Telkomsel uses artificial intelligence (AI) so that the response given is very fast to users when asking questions and submitting complaints. However, because consumers are not satisfied so make a complaint directly to Grapari Telkomsel. In reality, it is not much different because grievances are not handled properly.
Trustworthy	According to consumers, low confidence due to customer service that perform such services are not serious. Some of the information provided to consumers is difficult to understand. Some consumers get scam promotions from Telkomsel.
Clear Information	According to consumers, unclear information instead prioritizes quota and credit promotions.

Sources: Prepared by the Writer (2024)

Table 1.6 shows that Telkomsel's response was quite poor. According to consumers, the low level of trust because the customer service that performs the service is not serious, some of the information provided to consumers is difficult to understand and unclear information even prioritizes quota and credit promotions. This certainly resulted in a decrease in customer satisfaction with customer service performance.

From the description that has been there befor**e**, it encourages researchers to discuss in the thesis under the title: **"The Influence of Application Ease of Use, Reliability, and Responsiveness on Satisfaction of Telkomsel Users in Medan".**

1.2. Problem Limitation

Due to limitation of the any budget and time this study only discusses the The Influence of Application Ease of Use, Reliability, and Responsiveness on Satisfaction of Telkomsel Users in Medan. In this study, So Application Ease of Use, Reliability, and Responsiveness will be the independent variable (X) and Satisfaction will be the dependent variable (Y).

According to Arta & Azizah (2020), the indicators of the application ease of use are easy to learn, clear and understandable, flexible and easy to use. According to Herudiansyah et al. (2023), indicator of reliability are accuracy, dependability and speed. According to Supriatna and Muljadi (2020), indicator of responsiveness are fast service, trustworthy and clear information. According to Priansa (2020), indicator of satisfaction are expectations, performance, comparison and experience.

1.3. Problem Formulation

The problem formulations on this research are:

a. Does Application Ease of Use have partial influence on Satisfaction of Telkomsel Users in Medan?

b. Does Reliability have partial influence on Satisfaction of Telkomsel Users in Medan?

c. Does Responsiveness have partial influence on Satisfaction of Telkomsel Users in Medan?

d. Do Application Ease of Use, Reliability, and Responsiveness have simultaneous influence on Satisfaction of Telkomsel Users in Medan?

1.4.   Objective of the Research

This research has the objectives to:

a. To identify whether the Application Ease of Use has partial influence on Satisfaction of Telkomsel Users in Medan.

b. To explain whether the Reliability has partial influence on Satisfaction of Telkomsel Users in Medan.

c. To analyze whether the Responsiveness has partial influence on Satisfaction of Telkomsel Users in Medan.

d. To investigate whether the application ease of use, reliability, and responsiveness has simultaneous influence on Satisfaction of Telkomsel Users in Medan.

1.5.   Benefits of the Research

1.5.1. Theoretical Benefit

The result of this research are expected to contribute on development of existing theories that are relevant with the application ease of use, reliability, responsiveness and the influence on the satisfaction.

1.5.2. Practical Benefit

From this study, the Telkomsel will benefit from this research as they know if there is influence of application ease of use, reliability, responsiveness on satisfaction. If the application ease of use, reliability and responsiveness is sufficient enough, then satisfaction will be up to expectations. Some of the benefits are expected for:

a. For the Writer

This research will provide advantage for the writer to have deeper understanding in the subject of variable application ease of use, reliability, responsiveness and satisfaction.

b. For Company

To provide useful suggestion for the Telkomsel in increasing satisfaction especially improving the ease of use, reliability and responsiveness.

c. For other researchers

To be an additional reference, reference material for further research and information to interested parties in assessing the problem the same in the future.