

Product and Price Analysis on Consumer Satisfaction of Halo Card Users at Telkomsel Company (Case Study of Halo Card Users in Makassar)

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Abstract

Indonesia's telecommunications industry faces intense competition, requiring operators to focus on customer satisfaction through strategic product and pricing decisions. The specific impact of these factors on PT. Telkomsel's Halo Card users in regional markets like Makassar remains underexplored, necessitating targeted research to understand consumer satisfaction drivers. This study aims to analyze the Product and Price variables on Consumer Satisfaction in using Halo Cards at PT. Telkomsel in Makassar, and provide input for the company while serving as reference material for future research. The analytical method used is descriptive statistical method with multiple regression analysis using SPSS software. This study applies multiple regression analysis to evaluate whether product and price factors significantly influence consumer satisfaction of HALO Card users at PT. Telkomsel Makassar. The sampling method used is Simple Random Sampling with a sample size of 100 respondents. Data is analyzed quantitatively using Multiple Linear Regression Analysis, R-Square, F-Test, and T-Test. The results of this study show that Product (X₁) and Price (X₂) variables partially and simultaneously have a positive influence on consumer decisions in purchasing duck-type Suzuki motorcycles at PT. Sinar Galesong Pratama in Makassar. This shows that the contribution of these two variables to consumer satisfaction is 75.0%, while the remaining 25.0% is influenced by other variables beyond the study.

Keywords: Consumer Satisfaction, Halo Card, Price Analysis, Product Analysis, Telkomsel

1. Introduction

The development of the economy and technological sophistication today has resulted in the emergence of various types of industries that strive to produce goods and services to meet the needs of society (Castells, 1986; Tien, 2012). Therefore, the problem that will be faced by every industrial company is no longer how to produce or generate a type of product, but rather how goods and services that will be produced and have been produced can be attractive and sold in the market, or in other words, how to market products to potential consumers so that potential consumers who have used them can enjoy these products (Terho et al., 2022).

With the prospect of economic development in society, including the service market that was previously more dominated by the government, until now there have emerged business units operating in the telecommunications service sector to provide maximum service to the community that has secondary needs in carrying out daily activities (Makanyeza & Mumiriki, 2016). Service services issued by telecommunications companies include SIM cards issued by PT. Telkomsel Makassar which have been widely used by consumers. As with other operators in the telecommunications sector, Telkomsel endeavors to provide attractive features and



optimal services to boost customer satisfaction. Such strategies are essential for maintaining its relevance and resilience amidst the intensifying competition within Indonesia's telecommunications industry. The most crucial priority for Telkomsel is to craft a competitive strategy centered on customer needs, ensuring that customers not only feel satisfied but also remain loyal.

A company must always keep in mind that one of its main purposes is to provide satisfaction to its customers (Rahmadhani & Priyanti, 2022). By effectively managing resources to deliver products and services desired by consumers, companies can reduce the risk of marketing failure. Companies must be capable of acquiring relevant information regarding the products they intend to offer, enabling them to transform potential threats into business opportunities when necessary.

Efforts to provide telecommunications services that are relevant to the needs and satisfaction of customers, especially GSM SIM Card HALO card customers, means efforts to present "value" for customers. Value for customers will produce "value" that is relevant for Telkomsel as a cellular telecommunications operator. Achieving company goals through fulfilling customer or consumer satisfaction needs is not only a marketing goal but also a business goal considering that customers or consumers are the people who determine the life and death of the business. Based on the explanation, the research focuses on analyzing how product and price influence consumer satisfaction of Halo Card users at PT. Telkomsel Makassar.

2. Literature Review

Marketing has been known by the general public and the business world in particular. Marketing is a key activity that helps entrepreneurs sustain their business, grow, provide services, and maintain customer satisfaction (Rosdiana & Indrawati, 2024). Marketing is one of the main activities in the economy, in addition to production and consumption activities. Consumption can only be implemented after production activities and marketing can help implement consumption. Marketing, when viewed, is between production and consumption, which means that marketing becomes a link between these two functions. In today's increasingly competitive economic conditions, without reliable marketing, companies find it difficult to obtain maximum profits.

In addition, marketing is also an important factor in a cycle that starts from consumer needs and ends with consumer satisfaction. This means that marketing implementation must be able to see and predict consumer needs and desires based on market information. After obtaining information, the company can determine what products can be marketed in accordance with the market information (Assauri, 2003; Firmansyah, 2019). Several experts describe the understanding of marketing in different styles, and each emphasizes different sides. According to Kotler & Keller (2016), as an art and science, marketing focuses on identifying target markets and building lasting customer relationships by creating, delivering, and communicating value that exceeds expectations. Meanwhile, referring to Sudarsono (2020), marketing management encompasses the process of planning, organizing, directing, and coordinating marketing functions within a company, with the ultimate aim of achieving organizational goals both effectively and efficiently. Related to marketing activities that have been carried out by companies today in creating consumer satisfaction.

Kotler and Keller (2016) describe consumer satisfaction as the pleasure or disappointment experienced when a product is compared with expectations. In other words, the role of customer satisfaction is highly significant, as it helps companies secure their

position in the market while also supporting their continued existence. Customer satisfaction is a sense of satisfaction obtained by consumers for the goods or services they purchase (Ahmed et al., 2020; Mittal & Frennea, 2010). The products offered to the public are important to pay attention to whether they have followed trends and even consumer tastes in supporting daily activities. Citing Tjiptono (2015), a product is essentially the producer's idea of something that can be offered to meet customer needs and help achieve business goals, adjusted to the company's abilities and the market's purchasing power. Along with the product, price becomes another crucial factor. Sunyoto (2020) reveals that price is essentially the monetary value assigned to a product. The process of setting prices is carried out in different ways, but generally involves decisions made by top management in consultation with departmental managers and guided by market analysis. In this case, the products and prices offered by PT. Telkomsel on HALO Card products.

This study analyzes product and price on consumer satisfaction in using Halo cards at PT. Telkomsel in Makassar. The success of this marketing activity concretely can later increase consumer satisfaction with the products and prices offered by a company. Based on the description above, a conceptual framework model is presented in Figure 1.

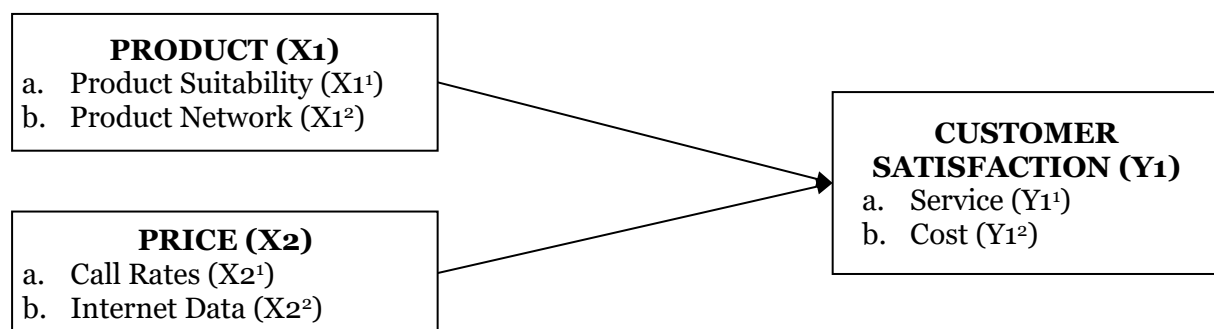


Figure 1. Conceptual Framework

3. Methods

This research method is to conceptualize the structure of variable relationships from a study that is used as a guide for research studies that lead to the objectives of this research (Aaker et al., 2001). Based on its objectives, this research applies quantitative methods. The analysis begins with descriptive statistical techniques, aimed at examining the frequency distribution of responses from questionnaires and giving a detailed overview of the product and price variables studied. Second, inferential statistical analysis (also referred to as probability statistics), which is applied to test the research hypotheses with the assistance of multiple linear regression analysis techniques. Grounded in theoretical considerations and supported by prior research, this technique is utilized in causal models. Specifically, inferential analysis in this study employs multiple linear regression to identify how two independent variables affect one dependent variable. In this case, product and price on consumer satisfaction in using HALO cards. Meanwhile, the location of this research was conducted at Grapari Telkomsel, Makassar City. The sample used in this study was 100 people.

4. Results and Discussion

4.1. Research Results

Referring to the empirical model, this study applies multiple linear regression analysis to test the proposed hypotheses. The evaluation is based on p-values, with results showing significance when the p-value is less than 0.05. These findings are summarized in the following table.

Table 1. Hypothesis Testing Results

Model	Unstandardized coefficients		Standardized coefficients	T calculated	Sig
	B	Std. Error	Beta		
1 (Constant)	0.896	0.481		1.863	.065
X1	0.177	0.063	0.186	2.827	.004
X2	0.195	0.083	0.059	2.349	.001

Based on the table, the coefficients of independent variables and constant values can be known, so a multiple linear regression equation can be compiled:

$$Y = 0.896 + 0.177 X_1 + 0.195 X_2$$

It is known that if variables X1 and X2 are constant, then consumer satisfaction of HALO Card users increases by 0.896. Where:

- 1) 0.896 = Is a constant number which means that if the independent variables, namely product and price, equal zero, then the size of the dependent variable, namely consumer satisfaction, is 0.896. In other words, if the independent variable values are considered zero, it means the size of the dependent variable, namely consumer satisfaction, is 0.896.
- 2) 0.177 X₁ = Based on the regression calculation above, it is known that the coefficient of the product variable (X₁) is 0.177 with a positive sign. This means that the influence of the product variable on HALO Card user satisfaction is in the same direction. This shows that if the product variable increases, then HALO card user satisfaction will increase, assuming other independent variables are constant or in the same direction.
- 3) 0.195 X₂ = Based on the regression calculation above, it is known that the coefficient of the network variable (X₂) is 0.195 with a positive sign. This means that the influence of the price variable on HALO Card user satisfaction is in the same direction.

4.2. Discussion

4.2.1. H_a: Effect of Product on HALO Card User Satisfaction

From the analysis, it can be concluded that the alternative hypothesis (H_a) is accepted. This suggests that the product variable exerts a significant impact on the satisfaction level of HALO Card users. This shows that consumers view HALO Card products as something very reliable, both in terms of product suitability and network access availability. This finding is consistent with the theory that says that product is the main element that is most dominant in the marketing mix.

As outlined by Kotler & Armstrong (2014), a product is basically anything a company can offer to the market so that people notice, buy, use, or consume it, with the aim of satisfying their needs and wants. Based on this description, it can be said that if consumers are satisfied with what they receive from what they expect, then these consumers will give a positive

reaction to the products they feel by deciding to choose and buy Halo Card products as their main choice.

4.2.2. H_b: Effect of Price on HALO Card User Satisfaction

From the analysis, it can be concluded that the alternative hypothesis (H_b) is accepted. This suggests that the price variable exerts a significant impact on the level of user satisfaction. This shows that consumers in buying HALO Cards highly consider the amount of telephone and internet tariff prices charged by PT. Telkomsel for the products marketed. Where the HALO Cards offered are quite competitive. This is intended so that companies can get profits and it should be noted that if the price set is too high, this will only provide losses for the company because consumers may switch to other similar products. Based on this description, it can be said that if consumers feel they have suitability for the price of a good, then it certainly enables consumers to make subsequent purchases.

5. Conclusion

Based on the results of analysis and description, researcher can conclude that analysis of product and price influences consumer satisfaction in using HALO Cards at PT. Telkomsel in Makassar. From the F test (simultaneous test), it turns out that the independent variables studied simultaneously have a large influence on increasing HALO Card user satisfaction at PT. Telkomsel in Makassar. Furthermore, with an F calculated value of 71.185, which is higher than the F table value of 1.67, the findings suggest a strong overall model fit. In addition, partial t-tests reveal that both the product and price variables significantly impact HALO Card user satisfaction at PT. Telkomsel in Makassar.

Furthermore, as material for consideration, researchers propose suggestions that can indirectly help company effectiveness. Namely, the author suggests to PT. Telkomsel to pay more attention to product and price variables offered to the public, because these variables greatly contribute to increasing consumer satisfaction of HALO Card users.

Further, this study has important implications for the telecommunications industry, showing that product quality and pricing are key drivers of consumer satisfaction. The results can help PT. Telkomsel and other operators improve their services by focusing on product features and pricing strategies to maintain customer loyalty and competitive advantage. The findings also lay the groundwork for future research on customer satisfaction in Indonesia's telecom sector.

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