

Building Customer Loyalty of Indihome Bireuen: The Role of Product Quality, Marketing Strategy, and Brand Image

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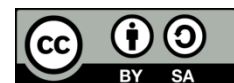
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ABSTRACT

This study is entitled “Building Customer Loyalty of Indihome Bireuen: The Role of Product Quality, Marketing Strategy, and Brand Image.” The purpose of this research is to analyze the influence of product quality, marketing strategy, and brand image on Indihome customer loyalty in Bireuen Regency. The study was conducted in Kota Juang District, precisely in Pulo Ara Geudong Teungeh Village, Aceh Province, involving 108 Indihome customers as respondents. The findings indicate that product quality and brand image have a positive and significant effect on customer loyalty, where service attributes such as internet speed, network stability, and Indihome’s reputation as part of Telkom Indonesia play a crucial role in maintaining customer commitment. Meanwhile, marketing strategy does not have a significant partial effect; however, when combined, the three variables (product quality, marketing strategy, and brand image) exert a significant influence on customer loyalty, with a coefficient of determination of 78.4%. These results imply that managing product quality and strengthening brand image should be prioritized, alongside refining marketing strategies to better align with the characteristics of the local community. This research is expected to provide valuable insights for Indihome’s management in formulating strategies to retain customer loyalty and to serve as a reference for future studies in similar contexts.

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1. Introduction

In an increasingly digitalized business landscape, customer loyalty has transformed into a crucial pillar for corporate sustainability and growth. This phenomenon is particularly evident in the telecommunications industry, where intense competition requires service providers such as Indihome not only to focus on acquiring new customers but also on retaining existing ones. Kumar and Shah (2014) highlight this strategic shift, emphasizing the importance of building long-term relationships with customers as a sustainable business approach. Awareness of the higher costs associated with acquiring new customers compared

to retaining current ones has grown stronger (Lemon & Verhoef, 2016). Loyal customers not only provide a stable and continuous source of revenue but also serve as effective brand ambassadors, voluntarily recommending products or services and significantly reducing the burden of long-term marketing costs.

In Indonesia, particularly in regions such as Bireuen, the demand for internet and telecommunications services continues to increase in line with the digital transformation in various aspects of community life. In this context, Indihome's ability to build and maintain customer loyalty becomes a decisive factor in sustaining market share and achieving sustainable growth. Increasing competition among service providers requires Indihome not only to offer competitive services in terms of price and features but also to establish strong emotional bonds and trust with its customers. A study conducted by Susanto and Wijaya (2018) in Indonesia's telecommunications industry explicitly shows a significant positive correlation between high levels of customer satisfaction and loyalty. These findings underscore the importance of understanding the factors that drive satisfaction in order to manage them effectively to enhance loyalty.

Globally, trends indicate that companies are increasingly investing in loyalty programs, service personalization, and positive customer experiences (Kumar & Shah, 2014). Leading firms across industries recognize that customer loyalty delivers higher long-term returns on investment (Lemon & Verhoef, 2016). Metrics such as Net Promoter Score (NPS) and Customer Lifetime Value (CLTV) have been widely adopted as effective tools for measuring and managing customer loyalty. This phenomenon is also highly relevant in the context of Indihome in Bireuen, where a deeper understanding of the factors driving loyalty at the local level is essential for designing and implementing targeted business strategies that yield significant impacts.

Customer loyalty results from the complex interaction of various factors. This study focuses on three key variables presumed to have a significant influence on Indihome customer loyalty in Bireuen: Product Quality, Marketing Strategy, and Brand Image. A deeper understanding of how these three variables interact and shape loyalty behavior is critical for developing effective retention strategies. Product quality, encompassing aspects such as speed, reliability, customer service, and features, forms the foundation of customer satisfaction. In the context of telecommunications services, network quality significantly shapes customers' perceptions of product quality (Setiawan & Pratama, 2020). An effective marketing strategy, involving communication, promotion, and customer service, plays an important role in building long-term relationships. Wijaya and Santoso (2021) highlight the importance of effective communication in fostering customer trust. Meanwhile, a positive brand image—built through reputation and customer experiences—enhances trust and drives loyalty (Keller, 2013). Putra and Wijaya (2022) also emphasize the importance of brand image in shaping consumer decisions within Indonesia's telecommunications industry.

Despite the numerous studies on customer loyalty, there remains a significant research gap in the specific context of Indihome in Bireuen. Research that explicitly examines local consumer preferences, the combined influence of the three variables in this local context, the

effectiveness of locally implemented marketing strategies, perceptions of brand image at the community level, and the impact of service innovations tailored to regional needs remains limited. A deeper understanding of customer loyalty dynamics in Bireuen requires a more specific and contextual analysis. Issues related to Indihome customer loyalty in Bireuen can be seen from the high churn potential, low levels of customer satisfaction, recurring complaints, lack of customer referrals, and negative responses emerging on social media or online platforms. Therefore, this study aims to identify and analyze the role of product quality, marketing strategy, and brand image in building Indihome customer loyalty in Bireuen. A comprehensive understanding of the specific factors influencing loyalty in this region is expected to provide valuable insights for the company in designing more effective strategies to retain and expand its customer base.

2. Research Methodology

The approach employed in this study is a quantitative approach. According to Sugiyono (2019), quantitative research can be defined as a research method grounded in the philosophy of positivism. This method is used to examine a particular population or sample by collecting data through research instruments. Data analysis is quantitative or statistical in nature, with the objective of testing predetermined hypotheses.

The research was conducted at PT. Telkom Indonesia, Bireuen Branch. According to Silaen (2018), research design refers to the entire process required in planning and conducting a study. In this research, a quantitative research design was adopted. Quantitative research was applied to compare groups designated as experimental subjects and control groups. Several respondents were asked to complete a questionnaire based on their honest opinions regarding their interest in using Ceria Digital.

The research design employed is a causal design aimed at examining the relationship between Product Quality (X1), Marketing Strategy (X2), and Brand Image (X3) as independent variables and Customer Loyalty (Y) as the dependent variable.

According to Sugiyono (2019), a population is defined as a generalization area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher for study, from which conclusions can be drawn. A sample, as stated by Sugiyono (2019), is a portion of the population used as a source of data, representing the totality of characteristics possessed by that population.

In determining the sample, a non-probability sampling approach was used. Sugiyono (2019) explains that non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. The specific type of non-probability sampling applied in this research was purposive sampling. According to Sugiyono (2019), purposive sampling is a technique where samples are selected based on certain criteria relevant to the research needs, enabling the researcher to determine the number of respondents to be studied.

The data collection technique used in this study was a questionnaire. A questionnaire is a data collection technique conducted by providing a set of written questions or statements for

respondents to answer (Sugiyono, 2019). The questionnaire was employed to gather respondents' opinions. This study utilized a Likert scale in an ordinal form, in which data were derived from respondents' answers to questions in the questionnaire. The quality of data was reflected in the distribution of responses, where each question was assigned a weighted score depending on its level of agreement. A favorable response was assigned a higher value.

Table 1. Measurement Scale of Data

Scale	Category
1	Strongly Dissatisfied
2	Dissatisfied
3	Satisfied
4	Very Satisfied
5	Extremely Satisfied

Source: Sugiyono (2019)

According to Ghozali (2018), a validity test is used to measure the accuracy or validity of a questionnaire. An instrument or questionnaire is considered valid if the questions within it are able to reveal the information or data that the questionnaire is intended to measure. In this context, validity refers to the extent to which the instrument measures what it is supposed to measure, so that the results obtained can be regarded as valid and reliable for further analysis.

In addition to the validity test, a significance test is also an important step in evaluating research instruments. The significance test is conducted by comparing the calculated r value with the critical value from the r table. This process aims to determine whether an item or question in the questionnaire is appropriate for use. Typically, the significance test of the correlation coefficient is carried out at a 0.05 significance level, meaning that an item is considered valid if it has a significant correlation with the total score. In this case, if the calculated r is greater than the r table value and positive, then the item, question, or variable is declared valid. Conversely, if the calculated r is smaller than the r table value, the item, question, or variable is considered invalid.

According to Ghozali (2018), reliability is a tool to measure the consistency of a questionnaire that serves as an indicator of variables or constructs. A questionnaire is considered reliable if a respondent's answers to statements are consistent or stable over time. The reliability test is used to measure the consistency of the results obtained from repeated use of the questionnaire. Responses are considered reliable if each question is answered consistently or if the answers do not change randomly.

In this study, the researcher employed Cronbach's Alpha technique to test the reliability of the measurement instrument. The decision criterion, as stated by Ghozali (2018), is that if the Cronbach's Alpha coefficient is greater than 0.70, the items are considered reliable, and the construct or variable is deemed consistent. By using Cronbach's Alpha, the researcher ensured that the measurement instrument used in this study achieved a high level of internal

consistency, thus making the results trustworthy and dependable for further analysis. This step is crucial to ensure that the instrument consistently measures the intended variables and is not affected by random factors that could undermine the accuracy of the research findings.

The normality test aims to assess whether the independent and dependent variables in the model follow a normal distribution. According to Ghozali (2018), this can be detected through two approaches: the Graphical Test and the Statistical Test.

Furthermore, the heteroscedasticity test, as explained by Ghozali (2018), aims to examine whether there is a variance inequality of residuals among observations in a regression model. If the residual variances between observations remain constant, it is referred to as homoscedasticity, while if they vary, it is called heteroscedasticity. A good regression model is expected to be free from heteroscedasticity. To test for heteroscedasticity, the Glejser test is applied by regressing the absolute residual values against the independent variables. Heteroscedasticity is absent if the significance value is greater than 0.05. Conversely, heteroscedasticity occurs if the significance value is less than 0.05. By conducting the Glejser test, the researcher ensured that the regression model met the assumptions of classical linear regression, thereby making the analysis results more valid and reliable. This step is essential for ensuring the accuracy and credibility of conclusions drawn from the regression model.

Within the classical assumption tests, the multicollinearity test is conducted to determine whether there is a correlation among the independent variables. According to Ghozali (2018), this test is intended to examine whether multicollinearity exists within the model. In a well-constructed model, the independent variables should not exhibit strong intercorrelations.

If the tolerance value is greater than 0.10 and the VIF value is less than 10, it can be concluded that there is no multicollinearity among the independent variables in the model.

If the tolerance value is less than 0.10 and the VIF value is greater than 10, it can be concluded that multicollinearity exists among the independent variables in the model.

The method used to support this research is the quantitative method, and in this study, a multiple linear regression model is employed to analyze the effect of independent variables on the dependent variable. The regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Explanation:

Y = Customer Loyalty

α = Constant

$\beta_1, \beta_2, \beta_3$ = Regression Coefficients

X1 = Product Quality

X2 = Marketing Strategy

X3 = Brand Image

e = Error Term

The analysis of the multiple correlation coefficient (R) is used to explain the strength and direction of the relationship between the independent variables and the dependent variable. According to Sugiyono (2019), the correlation coefficient is applied to provide an interpretation of the correlation coefficient, which can be concluded based on the criteria presented in the following table.

Table 2. Guidelines for Interpreting the Correlation Coefficient

Coefficient Interval	Strength of Relationship
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: Sugiyono (2013)

The analysis of the coefficient of determination (R^2) is used to examine the extent to which independent variables influence the dependent variable. A larger value of the coefficient of determination indicates a greater influence of the independent variables on the dependent variable. To determine the result of the coefficient of determination, the value of R square is assessed. The R square explains the percentage of influence that the independent variables (X) exert on the dependent variable (Y). The analytical tool used in this study is SPSS, which was employed to process research data in the form of cross-sectional data. To test the effect of the independent variables (X) on the dependent variable (Y), both partially and simultaneously, t-tests and F-tests were conducted.

3. Result and Discussion

Research Results

This study was conducted in Bireuen Regency, Aceh Province, which was selected due to the significant growth of Indihome users and its representation of the demand for internet services in the eastern coastal areas of Aceh. Indihome, as the primary internet service provided by PT Telkom Indonesia, has established itself as a fixed broadband provider with a customer network spread across nearly all districts.

Based on respondent characteristics, the study involved 108 participants, the majority of whom were female (56.5%), aged between 21–30 years (80.6%), unmarried (89.8%), and with the most recent education level of senior high school or equivalent (50.9%) and undergraduate degree (42.6%). In terms of occupation, most respondents (77.8%) fell into the “others” category, which included students, university students, and informal professions, followed by entrepreneurs (13.9%). These findings illustrate that Indihome

services are widely used by young people, particularly students and university students, who require internet access to support educational activities as well as entertainment.

Descriptive analysis results show that the product quality variable obtained an average score of 4.11, indicating that respondents perceived Indihome services in Bireuen as good in terms of network stability, speed, and reliability. The marketing strategy variable obtained an average score of 4.42, suggesting that customers assessed Indihome's marketing strategy as fairly good, particularly in promotion and service. The brand image variable achieved an average score of 4.13, reflecting respondents' positive perceptions of Indihome as a trusted brand with a good reputation, although one indicator was rated relatively low. Meanwhile, the customer loyalty variable recorded an average score of 4.17, indicating that customers were generally satisfied and tended to continue using and recommending Indihome services.

Through validity and reliability tests, all indicator questions were declared valid and reliable, making them appropriate for further analysis. Classical assumption tests also confirmed that the data met the requirements of normality, showed no heteroscedasticity, and were free from multicollinearity. The results of multiple linear regression analysis produced the equation:

$Y = 4.603 + 0.201X_1 - 0.012X_2 + 0.200X_3 + e$ This indicates that product quality (X_1) and brand image (X_3) have a positive and significant effect on customer loyalty, while marketing strategy (X_2) does not have a significant partial effect. The R^2 value of 0.784 shows that 78.4% of the variation in customer loyalty can be explained by the three independent variables, while the remaining 21.6% is influenced by factors outside this study. The F-test also confirmed that product quality, marketing strategy, and brand image simultaneously have a significant effect on Indihome customer loyalty in Bireuen Regency.

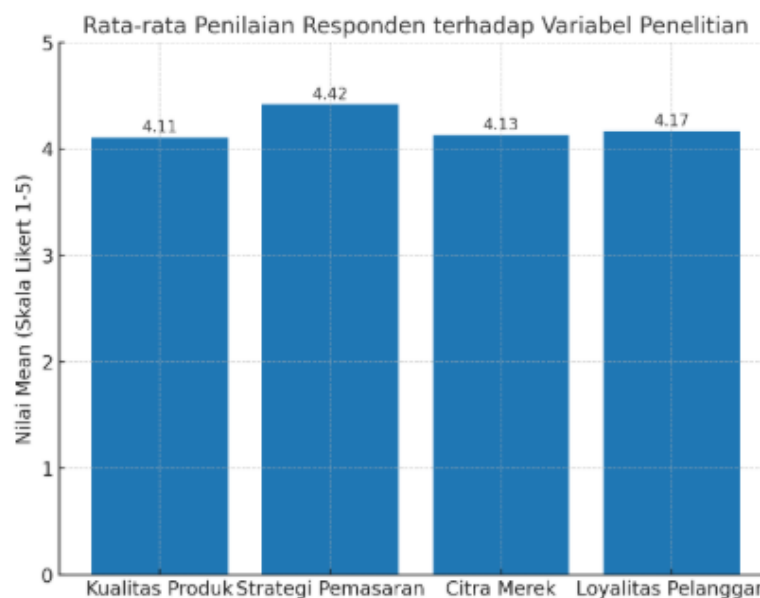


Figure 1. Graph of Respondents' Average Ratings on Research Variables (Product Quality, Marketing Strategy, Brand Image, and Customer Loyalty)

Discussion

The results of this study indicate that product quality has a significant influence on Indihome customer loyalty in Bireuen Regency. This finding suggests that the better the quality of service received—whether in terms of speed, network stability, or additional features—the higher the level of customer loyalty. These results align with the theories proposed by Lupiyoadi (2015) and Kotler and Keller (2016), who emphasize that product quality serves as the primary foundation for building customer satisfaction that ultimately leads to loyalty. Furthermore, this study supports the findings of Rahmawati (2020), which stated that internet service quality, particularly network reliability, is a dominant factor in retaining Indihome customers in Jakarta.

Meanwhile, the marketing strategy variable in this study did not have a significant partial effect on customer loyalty. This means that although customers perceived Indihome's marketing strategy as generally good, the strategy was not strong enough to influence customers' decisions to remain loyal. This may be due to promotional and communication approaches that were not fully aligned with the social and cultural characteristics of the local community. These results differ from the findings of Sari (2021), which showed that marketing strategy had a significant effect on customer loyalty in Medan, where market conditions and consumer behavior patterns may differ from those in Bireuen. Although marketing strategy did not significantly influence loyalty on a partial basis, it still makes an important contribution when combined with product quality and brand image. Therefore, it should be refined to become more targeted and contextually relevant.

The brand image variable was found to have a significant effect on customer loyalty. The stronger the brand image established, the higher the level of customer loyalty. This result demonstrates that Indihome's reputation as a product of PT Telkom Indonesia provides added value in creating customer trust and positive perceptions. These findings support the view of Kotler and Keller (2016), who argue that a strong brand image plays a crucial role in building customer trust and loyalty. In addition, the results of this study are consistent with Nugroho (2019), who asserted that a consistent and integrated brand image is one of the key factors shaping customer loyalty in technology-based services.

Simultaneously, product quality, marketing strategy, and brand image were found to have a significant effect on customer loyalty. This is evidenced by the F-test value, which was considerably higher than the critical F-table value, with a significance level of 0.000, and a coefficient of determination (R^2) of 0.784, indicating that 78.4% of the variation in customer loyalty can be explained by these three variables. These findings reinforce the theory that customer loyalty is not formed by a single factor but rather through a combination of interrelated aspects. Product quality provides the foundation for satisfaction, marketing strategy communicates value, and brand image strengthens customer trust in the long term. This also supports the findings of Nugroho (2019), which emphasized the importance of synergy between service quality, marketing strategy, and brand image in shaping consumer loyalty in the telecommunications industry.

4. Conclusion

This study demonstrates that Indihome customer loyalty in Bireuen Regency is simultaneously influenced by product quality, marketing strategy, and brand image. Partially, product quality and brand image were found to have a positive and significant effect, while marketing strategy did not have a significant influence. This finding confirms that service quality, internet speed, network stability, and Indihome's reputation as part of Telkom Indonesia are the dominant factors driving customer loyalty. Although marketing strategy does not have a direct effect, collectively the three variables are able to explain customer loyalty by up to 78.4%. These results reinforce existing theories and prior studies, highlighting that the synergy among marketing variables is the key to sustaining customers in the internet service industry.

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