

The Determination of Customer Satisfaction: Case Study of PT XL Axiata Tbk

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ABSTRACT

The development of communication technology is a cycle that continues to grow from time to time, the development of communication technology will inevitably bring changes in daily communication. PT XL Axiata Tbk became a private company that provides the first cellular telephone service in Indonesia. PT XL Axiata Tbk has played a role during the 2020 Covid-19 pandemic, PT. XL Axiata Tbk actively contributes to the improvement of Indonesia's conditions, some of which include Internet quota subsidies for students, the sispreneur incubation program to support women micro-enterprises during the pandemic and distribution of 100 million donations through the Indonesian Red Cross. PT. XL Axiata Tbk has the smallest percentage compared to other telecommunication service companies. This is because XL Axiata is still sharing 3G and 4G networks, so connection delays often occur. In connection with the above, the authors need to conduct a study on customer satisfaction with XL cellular users. This study aims to examine the phenomenon of customer satisfaction, in terms of service quality and customer value. The type of research used is a research with a conclusive design, which is a type of inference research that aims to test a certain hypothesis, either through in-depth research on a problem (descriptive) or looking for relationships between variables (correlative) between the independent variable and the dependent variable. The results showed that service quality had a positive and significant effect on customer value. Service quality had a positive and significant effect on customer satisfaction and customer value had positive and

significant effect on customer satisfaction. The practical implication is that PT. XL Axiata Tbk must manage service quality as the most important factors affecting customer value and manage customer value as the most important factors affecting customer satisfaction.

Keywords: service quality, customer value and customer satisfaction

1. INTRODUCTION

1.1. Background

The development of communication technology is a cycle that continues to grow from time to time, the development of communication technology will inevitably bring changes in daily communication, we can see that without communication and technology it will be difficult for us to live. Without communication we will not be able to do many things in everyday life.

PT XL Axiata Tbk is one of the most developed telecommunications companies in this era. PT XL Axiata Tbk started its business as a general services and trading company under the name PT Grahametropolitan Lestari on October 6, 1989. When the company entered the telecommunications industry in 1996 through the GSM 900 operating license and started launching GSM services in Indonesia, PT XL Axiata Tbk became a private company that provides the first cellular telephone service in Indonesia. Further developments, the company name was changed to PT Excelcomindo Pratama

through a cooperation agreement between the Rajawali group and three foreign investors, namely Mitsui, AIF, and NYNEX (Maulita & Syamsuddin, 2020: 138).

PT XL Axiata Tbk has played a role during the 2020 Covid-19 pandemic, PT. XL Axiata Tbk actively contributes to the improvement of Indonesia's conditions, some of which include Internet quota subsidies for students, the Sispreneur incubation program to support women micro-enterprises during the pandemic, distribution of 100 million donations through the Indonesian Red Cross, and distribution of basic necessities to affected communities. Covid19 in several cities. PT XL Axiata Tbk realizes that the great success it has achieved is also supported by the community itself.

Based on data from cellular.id released in July 2020, the telecommunications service in Indonesia that had the most subscribers in 2019 was Telkomsel with 167.9 million

subscribers in the second quarter and 170.9 million subscribers in the third quarter. In the second position is Indosat Ooredoo with the number of subscribers in the second quarter of 56.7 million subscribers and increased in the third quarter to 58.7 million subscribers. XL Axiata is in third position with the number of subscribers in the second quarter of 56.6 million subscribers, but in the third quarter XL Axiata experienced a decrease in the number of subscribers by 1.1 million subscribers or about 2%.

The availability of a 4G network is highly expected for consumers. There are many advantages to be gained if a telecommunication service company provides a 4G network. The 4G network offers 10 times faster and better internet speed than the 3G network. The following is the percentage of 4G network availability at telecommunication service companies in Indonesia in 2020.

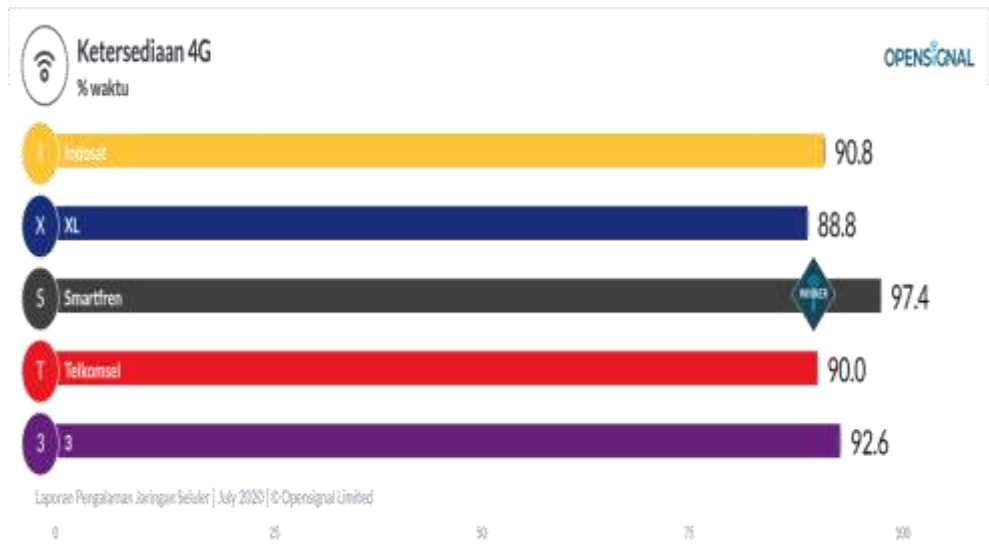


Figure 1.1 Percentage of 4G network availability 2020 (Source: Opensignal.com)

Based on Figure 1.1, it can be seen that smartfren came out as the winner in terms of 4G network availability with a percentage of 97.4%, this is because smartfren has closed access to 3G networks and focused on expanding 4G networks. In the second position is Tri with a percentage of 92.6%, Indosat Ooredoo with a percentage of 90.8%, and Telkomsel with a percentage of 90.0%.

Meanwhile, XL Axiata obtained a percentage of 88% in terms of 4G network availability. It can be seen that XL Axiata has the smallest percentage compared to other telecommunication service companies. This is because XL Axiata is still sharing 3G and 4G networks, so connection delays often occur. Therefore, it is necessary to know the aspects that affect customer satisfaction in purchasing at XL Axiata.

1.2. Research Objective and Question

The objective of this research is to develop a model to measure the customer satisfaction of XL cellular related to service quality, customer value and customer satisfaction. This study includes the following theoretical objectives:

1. To introduce a model for the customer satisfaction of XL Axiata.
2. To find the relationships between service quality and customer value related to the customer satisfaction of XL Axiata.
3. To find and measure some indicators related to service quality, customer value and customer satisfaction. Based on the explanation set forth above, the research questions can be defined and formulated as follows:
 1. How is the relationship between service quality and customer value?
 2. What is the relationship between service quality and customer satisfaction?
 3. What is the relationship between customer value and customer satisfaction?

2. LITERATURE REVIEW

2.2. Service quality

According to Kotler (2007), quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet stated or implied needs of consumers. Patma T.S, et.al (2021) said that the experience of quality has a positive and significant effect on the perceived value. Maria S et.al (2019) stated that the perception of service quality has a direct effect on customer satisfaction and loyalty. Al-Tawaty et al. (2017) stated that the elements in a bank to create relationships with its customers are service quality. Andreassen and Lidedsted (1997: 21) state that service quality has an influence on consumer value. Iqbal M. Ali et al. (2020), service quality and trust affect customer value.

H1: Service quality affects customer value
Maria S et.al (2019) stated that the perception of service quality has a direct

effect on customer satisfaction and loyalty. Asiyambi and Ishola's (2018) stated that the level of customer satisfaction in the banking sector increased due to using e-banking services. Al-Tawaty et al. (2017) stated that the elements in a bank to create relationships with its customers are service quality. Pereira D et.al (2016) stated that service quality has a significant positive effect on customer satisfaction. Ahmadi et al. (2015) stated that service quality has a positive and significant effect on customer satisfaction. Andreassen and Lidedsted (1997: 21) state that service quality has an influence on consumer value. Lau et al. (2013) stated that based on the SERVEQUAL model, it identified the influence of 5 dimensions on customer satisfaction in bank services.

H2: Service quality affects customer satisfaction

2.3. Customer Value

Kotler (2007) argues that customer value is the difference between total customer value and total customer cost. Patma T.S, et.al (2021) perception of customer value has a positive and significant effect on customer satisfaction. Hossain et al., (2020) explain that the use of good quality information will affect customer perceptions and create customer satisfaction. Kusumawati & Rahayu (2020) perception of customer value has a positive and significant effect on customer satisfaction, meaning that positive customer values can create customer satisfaction.

H3: Customer value affects customer satisfaction

2.4. Customer Satisfaction

Kotler (2009: 139) states that satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product to customer expectations. According to Tjiptono, (2010:147) customer satisfaction is the level of one's feelings after comparing the performance (or results) he feels. compared to expectations. Generally,

customer expectations are estimates or customer beliefs about what he will receive when he buys or consumes a product (goods or services). According to Kasmir (2012) the main purpose of the company's marketing strategy is to increase the number of its customers, both in quantity and quality. Increasing in quantity means the number of customers increases significantly

from time to time. Meanwhile, increasing in quality means that the customers obtained are productive customers and are able to provide profits for the bank. According to Irawan (2003) there are five main drivers driving customer satisfaction, namely (i) customer product quality, (ii) price, (iii) service quality, and (iv) emotional factors.

3. RESEARCH MODEL

Based on the theoretical review that has been presented previously, the research model is proposed as follows:

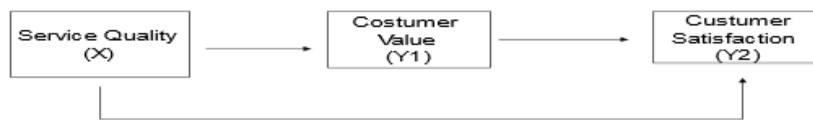


Figure 3.1. Research Model

4. METHODOLOGY

This study was conducted in the Indonesian XL Axiata market. To answer the research questions, quantitative approaches are adopted. Quantitative research aims to test the research model, the significance of the relationships among the variables and factors, and the hypotheses (Saunders and Lewis, 2012). Data needed in this study includes primary data and secondary data. Primary data is data obtained directly by researcher data collection in the field and not obtained from others (Masydhudzulhak et.al, 2015: 37). This stage consisted of four activities: a pretest survey, the establishment of the research model, a confirmatory study, and data analysis (Neuman, 2006).

A pre-test survey was conducted by distributing questionnaires containing preliminary closed-ended questions on a 6-point Likert scale to 30 XL Axiata customers. This questionnaire-deployment technique used proportional random sampling. Once the process was complete, SPSS version 23 was used to determine the factors that were relevant to measuring these variables to create a good questionnaire and

measure its reliability and validity. After the pre-test, a test survey is distributed to 85 Indonesian cellular of XL Axiata customers. The data will be analysed using path analysis methods. Path analysis is a technique for the development of multiple linear regressions. This technique is used to examine the contribution indicated by the path coefficients in each diagram, showing a causal relationship between variables X and Y1, Y2. Channel analysis is a technique for analysing the causal relationships that occur in regression if multiple independent variables affect the dependent variable not only directly but also indirectly (Retherford, 1993).

Path analysis is a direct development of the multiple regression form with the aim of providing an estimate of the level of interest (magnitude) and significance of the hypothetical causal relationship in a set of variables. Garson (2003) defines path analysis as expansion of the regression models that were used by the researcher to test the correlation matrix alignment with two or more models of causality. The model is depicted in picture form, showing a circle

and an arrow, where the single arrow indicates the regression of the variables in a model as a dependent variable (donor response), while the others indicate the cause. The weighting regression was predicted in a model that compared the observed correlation matrixes for all variables and performed a statistical calculation alignment test (Garson, 2003).

5. RESULT

5.1 Validity and reliability test

This research was previously preceded by trials distributing questionnaires that have been made to 30 respondents. Then the data obtained from 30 respondents were tested first for validity and reliability using SPSS. To test the validity through the SPSS program, we can see the Corrected Item-Total Correlation column, but in the table below the comparison with r table has been summarized.

Table 5.1. Test the validity and reliability of service quality, customer value and customer satisfaction.

Variable	Indicator	Validity test	Cronbach's Alpha
Service quality	Clean and comfortable	0,861	0,948
	Fast service	0,899	
	No queue	0,946	
	Provide warranty	0,893	
	Friendly and always smiling	0,929	
Customer value	Happy	0,954	0,931
	Feeling proud	0,909	
	Feel safe	0,851	
	The costs are in accordance with the benefits	0,935	
Customer satisfaction	Service quality as expected	0,899	0,896
	Good service quality	0,956	
	No complaints	0,881	

Source: SPSS Processing Results

Measurement of the validity of the questionnaire is seen by determining r, where the number of respondents is 30 with a significance level of 5%, then the number r table = 0.361. Question is considered invalid if r count from r table. The measurement of reliability has met the standard because all Cronbach alpha values are > than 0.7 so that it can be stated that this research is reliable. (service quality of 0.948, customer value of 0.931 and customer satisfaction of 0.896.

5.2. Classic assumption test

5.2.1. Normality test

The normality test is carried out to determine whether in the regression model, confounding variables or residuals are normally distributed. In this case, the normality test is not carried out on the existing variables, but on the residuals. Normality test needs to be done because in the t test and F test it is assumed that the residual value follows the normal distribution.

Table 5.2. Table Normality Test of Service Quality, Customer Value and Customer Satisfaction

One-Sample Kolmogorov-Smirnov Test				
		SQ	CV	CS
N		85	85	85
Normal Parameters ^a	Mean	23.2941	18.7412	14.0941
	Std. Deviation	4.42887	3.55954	2.68870
Most Extreme Differences	Absolute	.091	.088	.100
	Positive	.091	.070	.100
	Negative	-.085	-.088	-.095
Kolmogorov-Smirnov Z		.841	.812	.918
Asymp. Sig. (2-tailed)		.479	.524	.368
a. Test distribution is Normal.				

Test for normality using the One Sample Kolmogorov-Smirnov Test (with the SPSS program). Among them, the sample to be

used for analysis must come from a normally distributed population with a significance level of $\alpha = 5\%$ (0.05), if the

significance 0.05, the data distribution can be said to be normal.

From the results of processing normality data with the One Sample Kolmogorov-Smirnov Test, the Asymp value is obtained. Sig (2-tailed) each of (service quality = 0.479), (customer value = 0.524) and (customer satisfaction = 0.368) > 0.05, it can be said that the four variables are normally distributed.

5.2.2. Multicollinearity Test

In multiple linear regression, it is necessary to carry out a multicollinearity test. Multicollinearity is an event that informs the relationship between independent variables and the magnitude of the relationship that occurs. If there is a high correlation, there is a multicollinearity problem. In a good regression model there should be no

correlation between the independent variables. In this study, the method used is to look at the VIF (Variance Inflation Factor) value. A multicollinearity-free regression model has a VIF value around 1 and a Tolerance Value close to 1.

In the table below, from the results of the analysis and testing of pathway model 1, namely the one independent variables (service quality) there are no multicollinearity symptoms. This can be seen in the results of the calculation of the VIF calculation of the one variable, namely service quality = 1.000. This variables have a VIF value <10 and tolerance value is above 0.1, namely service quality = 1.000, so it can be concluded that there is no multicollinearity between independent variables that must be eliminated.

Table 5.3. Table Multicollinearity Model 1

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.166	1.549		3.980	.000		
	SQ	.540	.065	.672	8.260	.000	1.000	1.000

a. Dependent Variable: CV

The table below for the path test model 2 shows the tolerance value for each independent variable, service quality = 0.549 and customer value = 0.549 which is greater than 0.10 and the VIF value is less than 10, namely service quality = 1.822 and

customer value = 1.822 means that there is no correlation between the independent variables so that there is no multicollinearity problem in the regression model in this study.

Table 5.4. Multicollinearity Table Model 2

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.552	1.119		2.280	.025		
	SQ	.123	.058	.203	2.111	.038	.549	1.822
	CV	.463	.073	.613	6.367	.000	.549	1.822

a. Dependent Variable: CS

5.2.3. Heteroscedasticity

Based on Figure 5.1 and Figure 5.2 the results of heteroscedasticity testing show that there is no clear pattern of these points, which means that there is no significant disturbance in the regression path model 1 and path model 2. This can be seen at the

points above or below the number 0 on the Y axis. It can be concluded that the data in the regression line model 1 and path model 2 do not experience heteroscedasticity problems, or the data has homoscedasticity characteristics.

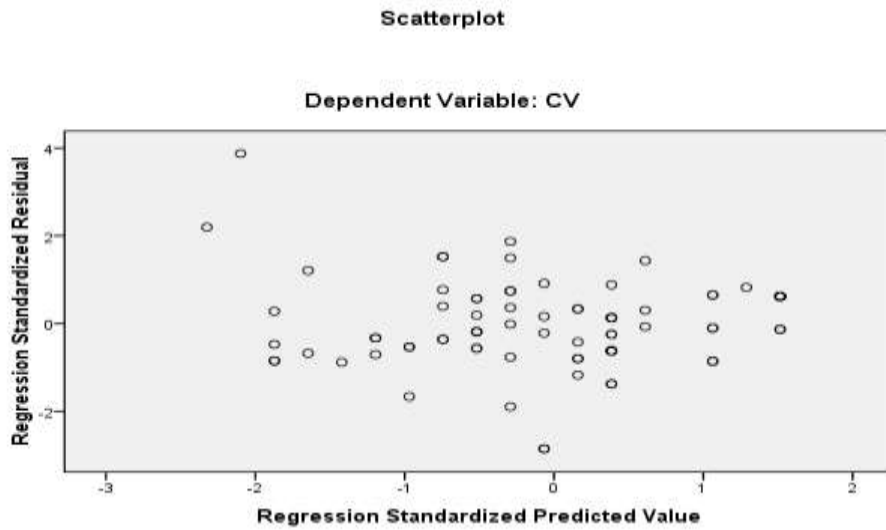


Figure 5.1 Heteroscedasticity Graph of Path 1

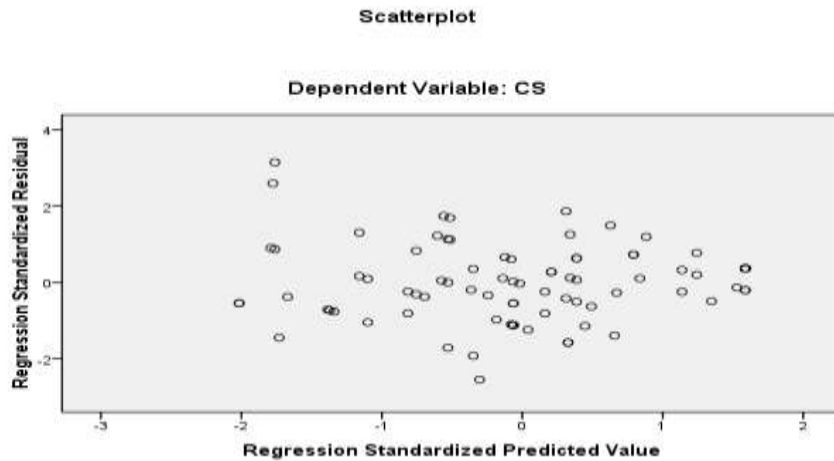


Figure 5.2 Heteroscedasticity Graph of Path 2

5.3. Path Analysis

5.3.1. Result of Model I Path Analysis Test

The results of testing the independent variables of product quality and brand image on customer satisfaction are shown in Table 5.5 as follows:

Table.5.5. Results of Testing the Influence of Service Quality on Customer Value

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.166	1.549		3.980	.000
	SQ	.540	.065	.672	8.260	.000

a. Dependent Variable: CV

Based on Table 5.5 above, the coefficient values for each independent variable used can be determined as follows:

$$Y_1 = 0.672X_1$$

The sig value of service quality on customer value shown in Table 5.5 is equal to 0.000,

where this value is smaller than the significance value of 0.05. This means that service quality has a significant effect on customer value with a beta value of 0.672 and shows a directional relationship between the two variables. This is in line

with previous research as shown by Patma T.S, et.al (2021) said that the experience of quality has a positive and significant effect on the perceived value. Al-Tawaty et al. (2017) states that the elements in a bank to create relationships with its customers are service quality.

5.3.2. Result of Model 2

Path Analysis Test The results of testing the independent variable, service quality, and customer value towards customer satisfaction are shown in Table 5.6 as follows:

Table 5.6 Testing Results of the Effect of Service Quality and Customer Value on Customer Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.552	1.119		2.280	.025
	SQ	.123	.058	.203	2.111	.038
	CV	.463	.073	.613	6.367	.000
a. Dependent Variable: CS						

Based on Table 5.6 above, the coefficient values for each independent variable used can be determined as follows:

$$Y_2 = 0.203X_1 + 0.613Y_1$$

The sig value of service quality to customer satisfaction is 0.038 where this value is less than the significance value of 0.05. This means that service quality has significant effect on customer satisfaction with a beta value of 0.203. This is in line with previous research as shown Maria S et.al (2019) stated that the perception of service quality has a direct effect on customer satisfaction and loyalty. Al-Tawaty et al. (2017) stated that the elements in a bank to create relationships with its customers are service quality. Pereira D et.al (2016) stated that service quality has a significant positive effect on customer satisfaction

The sig value of customer value on customer satisfaction is 0.000 where this value is smaller than the significance value of 0.05. This means that customer value has a significant effect on customer satisfaction with a beta value of 0.613. This is in line with previous research as shown Patma T.S, et.al (2021) perception of customer value has a positive and significant effect on customer satisfaction. Hossain et al., (2020) explain that the use of good quality information will affect customer perceptions and create customer satisfaction. Kusumawati & Rahayu (2020) perception of customer value has a positive and significant effect on customer satisfaction,

meaning that positive customer values can create customer satisfaction.

6. CONCLUSION

6.1 Practical Implications

The results showed that the factor that most influences customer satisfaction is customer value. The dimensions that have influence on customer value are the costs are in accordance and felling proud. Thus, the company must be able to meet customer expectations by continuing to improve the customer value of its products. Continuous customer value improvement will also give customers confidence when using a product. Companies can further enhance customer service in order to continuous customer satisfaction. For customer value, the first greatest influencing customer value is service quality. The dimensions that have influence on service quality are friendly and always smiling and no queue. Company must continue to be able to improve its customer value through continuous service improvements so that it can give a positive and memorable impression to its customers. Companies can further enhance customer service in order to continuous customer satisfaction

6.2 Theoretical contributions

The results of this study indicate that service quality significantly influences customer value. This result is in line with the previous research by Patma T.S, et.al (2021) said that

the experience of quality has a positive and significant effect on the perceived value. Al-Tawaty et al. (2017) states that the elements in a bank to create relationships with its customers are service quality.

Customer value influences customer satisfaction. This is in line with previous research as shown by Patma T.S, et.al (2021) perception of customer value has a positive and significant effect on customer satisfaction. Hossain et al., (2020) explain that the use of good quality information will affect customer perceptions and create customer satisfaction. Kusumawati & Rahayu (2020) perception of customer value has a positive and significant effect on customer satisfaction, meaning that positive customer values can create customer satisfaction.

6.3 Limitations of research

This study did not explore other variables that also affect customer satisfaction, such as perceive product and perceive price. This study was conducted at only one private agency and, therefore, cannot be generalised to private agencies in Indonesia. As the measurement occurred at a single point in time, whether the conclusions still apply in the long-term cannot be determined. A longitudinal study may provide a decisive answer to the question of whether the conclusion of this research still applies in the long-term.

6.4 Future research direction

Further research should expand the object of research to more than one private agency such that the results can be generalised to all private agencies in Indonesia. As previously noted, this study was conducted at a single point in time. Longitudinal research will have more moments of measurement over time. Companies need to conduct their own research to know what is desired by customers so that customer expectations can be met, and when these expectations are met, the confidence of customers when using a product is directly increased.

Declaration by Authors

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