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The influence of product quality and price on customer satisfaction through of purchase intention the internet package 4G LTE net1 PT sampoerna Telekomunikasi Indonesia

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Article Info

Abstract

This study aims to: 1) analyze the effect of product quality and price on purchase intention, 2) analyze the effect of product quality and price on customer satisfaction, 3) analyze the effect of purchase intention on customer satisfaction, 4) analyze the effect of product quality and price on customer satisfaction through purchase interest. The research was conducted on PT Sampoerna Telekomunikasi Indonesia 4G LTE Net1 internet package product with a research sample of 100 customers. The sampling technique used simple random sampling technique. Methods of data analysis using descriptive analysis and path analysis.

The results show that: 1) there is an effect of product quality and price on purchase intention, 2) there is an effect of product quality and price on customer satisfaction, 3) there is an effect of purchase intention on customer satisfaction, 4) purchase intention does not play a role in improving product quality and prices for customer satisfaction on PT Sampoerna Telekomunikasi Indonesia 4G LTE Net1 internet package product.

Introduction

Internet is one of the important sectors in supporting economic growth in Indonesia. Economic growth in Indonesia has provided great opportunities for telecommunications companies in Indonesia. Indonesian telecommunication companies (Indonesia Telecoms) are currently facing increasingly fierce competition. Tight competition, including at the level of product or feature development, promotions and tariffs. Business competition in both the domestic and international markets has turned into hypercompetition. Companies that want to grow or at least survive must be able to provide customers with goods or services of higher value, quality, availability and better service. The point is to maintain sustainable marketing performance. According to Akhter *et al*., (1994) [2] the marketing concept underwent a transformation towards relationship marketing, namely an effort to attract, maintain and increase customers. With the concept of relationship marketing, customer satisfaction is the estuary of increasing marketing, which is now the responsibility of all parties in the company (Akhter *et al*, 1994) [2].

Satisfaction is a function of perceived performance and expectations. If performance is below expectations, customers will be dissatisfied. If performance meets expectations, the customer is satisfied. So if the performance exceeds expectations, the customer will be very satisfied or happy. Leading marketing companies will find their own way to maintain customer satisfaction. Satisfied customers will repurchase, and they will tell others about their good experience with the product.

According to Kotler and Keller (2013: 138) [20] satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Competition in the business world is getting tighter, making entrepreneurs try to find the right strategy in marketing their products. Purchase interest is obtained from a learning process and a thought process that forms a perception.

This purchase interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in his mind.

Producer concerns that occur due to increasingly fierce competition conditions and the variety of product brands offered, and on the other hand consumers are not able to remember all the products offered so that only products that have distinctive characteristics or those with strong brands are able to distinguish them from other products. the others will be easy for consumers to remember.

According to Mowen (2001) [27] the effect of purchase interest hierarchy is used to describe the sequence of the process of the emergence of beliefs, attitudes and behavior which is the stage of information processing. Beliefs show the cognitive knowledge possessed by consumers by associating attributes, benefits and objects (by evaluating information), while attitudes refer to feelings or effective responses. Attitudes act as a reference that influences their environment (Loundon and Bitta, 1993).

Behavior according to Mowen (2001) [27] is everything that consumers do to buy, dispose of and use products and services. Mital *et al*., (2004) suggested that quality is defined as superiority in a product when compared to alternative products from a market point of view.

Consumer needs and tastes continue to shift from time to time. What was able to satisfy consumers in the past year, in the following year is no longer the point of maximum satisfaction. The shift in consumer aspirations is so easy to happen, partly because of the rush of information or the increasing variety of choices (Trijp *et al*., 1996) [47]. Therefore, even though a brand has stuck in the hearts of consumers, if it cannot develop to meet consumer tastes, one day the brand will be abandoned by consumers.

Currently, the communication network services available in Indonesia are no longer used only for speaking purposes, but are now more focused on data or internet services. Everyone participates in the competition, not only on the consumer side of communication users, but also on the side of entrepreneurs who sell various communication devices as well as operators who are involved in this lucrative business.

Price is the amount of value exchanged by customers who benefit from owning or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers (Umar, 1999) [14]. Meanwhile, Steven and Wiesberg (2007) state that price is an economic sacrifice made by customers to obtain a product or service. In addition, price is an important factor for customers in making a decision to make a transaction or not. So it can be concluded that the price is an amount of money that has been determined by the company in exchange for goods or services traded and something else that is held by the company to satisfy customer desires and is an important factor in making purchasing decisions.

The development of internet technology has reached the 4G LTE stage. This technology is even claimed to have speeds of up to 100 Mbps. According to GSMA Intelligence (GSMAi) data, 4G connections in the country jumped from 34 million in Q3 2016 to 85.5 million in Q3 2017. Meanwhile, LTE penetration in Q3 2016 reached 7.9 percent. Indonesia began to enter the internet with 4G LTE connectivity in 2010 and for the first time in early 2014 by PT Internux with the trademark BOLT 4G LTE with a coverage area of DKI Jakarta.

PT Sampoerna Telekomunikasi Indonesia, one of the internet service providers of 4G LTE technology with the trademark Net1 Indonesia, started operating in Indonesia in the first quarter of 2018 with its 4G LTE service. By holding a license to use the 450 MHz frequency band in the 15 MHz bandwidth with details of 7.5 MHz in the frequency range of 450 MHz - 457.5 MHz and 7.5 MHz in 460 MHz - 467.5 MHz which has an excess of 50 - 60 MHz. Km per BTS (Base transceiver station) so it is suitable for very wide and geographically spread locations such as in Indonesia. With the advantage of a very wide reach, PT Sampoerna Telekomunikasi Indonesia implements a strategy by focusing more on sales to rural areas that have not been reached by other operator services. In addition to focusing on rural areas, Net1 Indonesia also provides internet services with 4G LTE technology in urban or urban areas.

Net1 is the only operator that provides cellular telecommunications services using 4G LTE technology in the 450 MHz (band 31) frequency, which until now only licensed by Sampoerna Telekomunikasi Indonesia. However, because this frequency is a unique frequency, very few telecommunications equipment manufacturers such as modems or mobile phones are willing to produce telecommunications equipment for the 450 Mhz frequency because the majority of Telecommunication operators in Indonesia are in the 850 Mhz - 2300 Mhz frequency range. This is a challenge for Net1 Indonesia to offer its products to the public. Because of that, Net1 Indonesia got around this by providing a modem device that could support the use of Net1 internet services.

Literature Review
Customer Satisfaction
According to Kotler and Keller (2013) [20] satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or result) to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Satisfaction is a function of perceived performance and expectations. If performance is below expectations, customers will be dissatisfied. If performance meets expectations, the customer is satisfied. So if the performance exceeds expectations, the customer will be very satisfied or happy. Leading marketing companies will find their own way to maintain customer satisfaction. Satisfied customers will repurchase, and they will tell others about their good experience with the product. The key is to match customer expectations with company performance. Smart companies aim to satisfy customers by only promising what they can deliver, then delivering more than they promise.

Customer satisfaction is a consequence of comparisons made by customers who compare the level of perceived benefits to the benefits expected by customers. The indicators of customer satisfaction according to Irawan (2008) [5], namely:

1. Feeling satisfied (in the sense of being satisfied with the product and service) is an expression of feeling satisfied or dissatisfied from customers when receiving good service and quality products from the company.
2. Always buy products, namely customers will continue to use and continue to buy a product if the expectations they

want are achieved.
3. Will recommend to others, namely customers who are satisfied after using a product or service will tell it to others and be able to create new customers for a company.
4. Fulfillment of customer expectations after buying a product, namely whether or not the quality of a product or service after purchasing a product is in accordance with the expectations that the customer wants.

Product Quality

Mital *et al*., (2004) suggested that quality is defined as superiority or excess in a product when compared to alternative products from a market point of view. Trijp *et al*., (1996) [47] revealed that product quality from a marketer's perspective is always associated with the specifications, features, functions or performance of a product. Meanwhile, Selnes (1993) [37] argues that the quality of a product regardless of the form of goods or services is a value opportunity for the company so that it can be used to achieve even greater profit margins. Another meaning of quality is reduced problems for companies related to complaints and product returns by customers. Product quality can be interpreted as a sign that customers will be more loyal, buy more and free promotion for the company (Li and Calantone, 1998) [22].

Therefore product quality is one of the key success factors. For many companies, failure to improve quality is a matter of life and death for the company (Li and Calantone, 1998) [22]. Quality also acts as a differentiator for customers against the company's products with competing products in an industry. According to Orville, Larreche, and Boyd (2005) [32] product quality indicators are:
1. Performance, which relates to the basic operating characteristics of a product.
2. Durability, which means how long or the age of the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the durability of the product.
3. Conformity with Specifications, namely the extent to which the basic operating characteristics of a product meet certain specifications from consumers or no defects are found in the product.
4. Features, are product characteristics designed to enhance product functions or increase consumer interest in the product.
5. Reliability, is the probability that the product will work satisfactorily or not within a certain period of time. The less chance of damage, the more reliable the product.
6. Aesthetics, relates to how the appearance of the product can be seen from the appearance, taste, smell, and shape of the product.
7. Impression of Quality, is often said to be the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. Thus, consumer perceptions of products are obtained from price, brand, advertising, reputation, and country of origin.

Price

Kotler and Armstrong (2012) [18] state that price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using the product or service.

Price is the amount of value exchanged by customers who benefit from owning or using a product or service whose value is set by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers (Umar, 1999) [14].

Meanwhile, Steven and Wiesberg (2007) state that price is an economic sacrifice made by customers to obtain a product or service. In addition, price is an important factor for customers in making a decision to make a transaction or not. So it can be concluded that the price is an amount of money that has been determined by the company in exchange for goods or services traded and something else that is held by the company to satisfy customer desires and is one of the important factors in making purchasing decisions.

According to Kotler and Armstrong (2012) [18] there are four indicators that characterize prices, namely:
1. Price affordability. The prices given by companies for their products can be reached by their consumers. An appropriate and affordable price will certainly be a consideration for consumers to buy their products.
2. Price match with product quality. The prices given by the company for their products are in accordance with the quality of the products they produce, for example if the price is high then the quality of the products provided has high quality so that consumers do not mind if they buy these products.
3. Price competitiveness. In the market, the company should also pay attention that the price given has high competitiveness against its competitors. If the price given is too high above the price of competitors, the product does not have good competitiveness.
4. Price match with benefits. The benefits of the product owned must be in accordance with the price given by the company to their product. It's good if the high price has high product benefits as well.

Purchase interest

Purchase interest is obtained from a learning process and a thought process that forms a perception. The interest that arises in making a purchase creates a motivation that continues to be recorded in his mind and becomes a very strong activity, which in the end when a consumer has to fulfill his needs will actualize what is in his mind.

Understanding purchase interest according to Kotler and Keller (2013:15) [20], "Purchase interest is a behavior that appears in response to an object that shows the consumer's desire to make a purchase". According to Durianto and Liana (2004:44) [6], "Purchase interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period". Based on the description above, it can be concluded that purchase interest is a mental statement from consumers that reflects the plan to purchase a number of products with certain brands. A product is said to have been consumed by consumers if the product has been decided by the consumer to be purchased.

A consumer does not automatically have a decision in purchasing goods or services. First, consumers seek information from the closest people or people who are truly trusted to help them in making decisions. Indicators in this study

According to Ferdinand (2006), purchase interest can be identified through the following indicators:
1. Transactional interest. A person's tendency to buy a

product.

2. Referential interest. The tendency of a person to recommend a product to others.
3. Explorative interest. Interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

Research Methods
Research Design
Research is a process of searching for the truth of a phenomenon or fact that occurs in a structured and systematic way. This study uses descriptive analytic with a quantitative approach. Sodik (2015:17) [39] says that quantitative research is research whose specifications are systematic, planned and clearly structured from the start to the making of research designs. Noor (2017:108) [29] explains that quantitative research is a method for testing certain theories by examining the relationship between variables.

In this study to test how much influence the variable product quality, and price as an independent variable (exogenous), purchase interest as a mediating variable and customer satisfaction as the dependent variable (endogenous). Intervening variables or variables that affect the relationship between exogenous variables and endogenous variables are stated in the purchase interest variable. Then combined with relevant theories using data analysis techniques with reference to the variables used.

The collected data will be analyzed to determine the relationship or influence of the level of the independent variable which is influenced by the intervening variable on the dependent variable through path analysis. To support the statistical data acquisition process using the SPSS 23 application.

Data Types and Sources
Data Type
The type of data in this study is documentary data from subject data. Documentary data is data obtained from various literatures in the form of marketing management textbooks, research journals and from PT Sampoerna Telekomunikasi Indonesia.

Data Source
Sources of data in this study are primary data and secondary data. Primary data is data collected directly by researchers to answer problems or research objectives. The research was conducted systematically by taking data in the field directly to the respondents by filling out a questionnaire. In this study, the data source is the customers of PT Sampoerna Telekomunikasi Indonesia.

Population and Sample
According to Sugiyono (2012:80) [42] the population is a generalization area consisting of subjects who have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population taken was PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 internet subscribers in 2019 as many as 7,077 customers located in the Bangka Belitung and Lampung regions. Considerations for choosing the Bangka Belitung and Lampung regions because they have the largest number of 4G LTE Net1 internet subscribers from all regions

in Indonesia.

Nurdin and Hartati (2019: 95) [31] say that the sample is a small part taken from members of the population based on a predetermined procedure so that it can be used to represent the population. Considering that the population in this study is quite large, this study takes a sample as a representative of the entire population. The sample in this study used a random sampling technique, meaning that the researcher took randomly from the total population. While the technique of determining the number of samples using the Slovin formula. Based on Slovin's results, the sample of this study was 100 customers (rounded up). So the research sample taken was 100 internet customers 4G LTE Net1 PT Sampoerna Telekomunikasi Indonesia.

Research Results and Discussion
1. Analysis of the Effect of Product Quality and Price on Purchase Interest
The results of the regression analysis of the effect of product quality and price on purchase interest show the value of R2 (R Square) of 0.699. This R2 value is used in calculating the coefficient value of e1. The coefficient of e1 is a variant of purchase interest which is not explained by product quality and price. Magnitude: Coefficient.

$$e_1 = \sqrt{(1 - R^2)} = \sqrt{(1 - 0{,}699)} = \sqrt{0{,}301} = 0{,}548$$

So the coefficient e1 = 0.548
Based on the results of the analysis, it can be seen that the regression equation is as follows:

$$X_3 = b_1X_1 + b_2X_2 + e_1$$
$$X_3 = 0{,}036X_1 + 0{,}809X_2 + 0{,}548e_1 \dots\dots\dots\dots\text{........ (1)}$$

The equation shows that
- Every time there is an increase in product quality, it will be followed by an increase in purchase interest of 0.036.
- Every 1 unit price increase will be followed by an increase in purchase interest of 0.809.
- So from equation (1) it can be seen that if the quality of the product increases, the purchase interest will increase.

2. Analysis of the Effect of Product Quality and Price on Customer Satisfaction
The results of the regression analysis of the effect of product quality and price on customer satisfaction show the value of R2 (R Square) of 0.501. This R2 value is used in calculating the e2 coefficient value. The coefficient of e2 is the variance of customer satisfaction which is not explained by product quality and price. Size:

$$\text{Coefficient } e_2 = \sqrt{(1 - R^2)} = \sqrt{(1 - 0{,}501)} = \sqrt{0{,}499} = 0{,}706.$$

So the coefficient e2 = 0.706
Based on the results of the analysis, it can be seen that the regression equation is as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + e_2$$
$$Y = 0{,}434X_1 + 0{,}319X_2 + 0{,}706e_2 \dots\dots\dots\text{.................. (2)}$$

The equation shows that
- Every 1 unit increase in product quality will be followed by an increase in customer satisfaction of 0.434.

- Every 1 unit price increase will be followed by an increase in customer satisfaction of 0.319.
- So from equation (2) it can be seen that if product quality increases, customer satisfaction will increase. Likewise, with increasing prices, customer satisfaction will increase.

3. Analysis of the Effect of Purchase Interest on Customer Satisfaction

The results of the regression analysis of the effect of purchase interest on customer satisfaction are known as the following regression equation:

$$Y = a + b_3X_3 + e_2$$
$$Y = 3,870 + 0,759X_3 + 0,706e_2 \ldots\ldots\ldots\ldots\ldots\text{(2)}$$

The equation shows that:
• Every 1 unit increase in purchase interest will be followed by an increase in customer satisfaction of 0.759.

4. Analysis of the Effect of Product Quality and Price on Customer Satisfaction through Purchase Interest

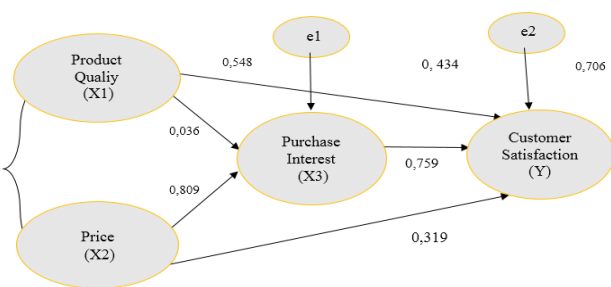Based on equations (1), (2) and (3), a path analysis model is obtained as follows:

Fig 1: Path Analysis Model

The value of the influence of product quality and price on customer satisfaction through purchase interest is as follows:
$$X_1 \rightarrow X_3 \rightarrow Y = (\rho x_3 x_1) \times (\rho y x_3) = 0,036 \times 0,759 = 0,027$$
$$X_2 \rightarrow X_3 \rightarrow Y = (\rho x_3 x_2) \times (\rho y x_3) = 0,809 \times 0,759 = 0,614$$

Hypothesis Test
1. It is suspected that there is an influence of product quality and price on purchase interest

To find out this, it is necessary to use the F test. Based on the results of the analysis, it was found that the F-count value for product quality and price variables was 112,500, while the F-table was 3.94. Thus F-count > F-Table. Thus H0 is rejected and H1 is accepted at the real level. This gives the conclusion that product quality and price affect purchase interest. Thus the first hypothesis is tested and proven.

2. It is suspected that there is an influence of product quality and price on customer satisfaction

To test the effect of product quality and price on customer satisfaction, the F test was carried out. The F test results for the product quality and price variables were 48.691 and the F-table was 3.94. F-count > F-table which means H0 is rejected and H1 is accepted. This gives the conclusion that product quality and price affect customer satisfaction. Thus the second hypothesis is tested and proven.

3. It is suspected that there is an influence of purchase interest on customer satisfaction

To test the effect of purchase interest on customer satisfaction, the t test was carried out. The results of the t-test for the purchase interest variable obtained a t-count value = 11.549 and a t-table of 1.663. This means that t-count > t-table (11.549 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that purchase interest has an effect on customer satisfaction. Thus the third hypothesis is tested and proven.

4. It is suspected that there is an influence of product quality and price on customer satisfaction through purchase intention

$$X_1 \rightarrow X_3 \rightarrow Y = (\rho x_3 x_1) \times (\rho y x_3) = 0,036 \times 0,759 = 0,027$$
$$X_2 \rightarrow X_3 \rightarrow Y = (\rho x_3 x_2) \times (\rho y x_3) = 0,809 \times 0,759 = 0,614$$

In the product quality variable, the indirect influence value is obtained from the path coefficient value x3x1 multiplied by the path coefficient value yx3. The multiplication result shows that the value of the coefficient of indirect influence is smaller than the value of the coefficient of direct influence.
In the price variable, the indirect influence value is obtained from the path coefficient value x3x2 multiplied by the path coefficient value yx3. The multiplication result shows that the value of the coefficient of indirect influence is greater than the value of the coefficient of direct influence.
This shows that purchase interest cannot mediate, namely product quality on customer satisfaction, but purchase interest mediates price on customer satisfaction. Thus the fourth hypothesis is unproven and untested.

Discussion
1. The Influence of Product Quality and Price on Purchase Interest in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package

Based on the results of the analysis of the description of the indicators of additional product features that provide the greatest support for the formation of product quality variables, namely the 4G LTE Net1 internet package product has additional product features and is different from its competitors. The product price competitiveness indicator gives the biggest contribution to the formation of the price variable, namely the 4G LTE Net1 internet package product is able to keep up with its competitors and the competitive price of the 4G LTE Net1 internet package product offered. The indicator that provides the greatest support for the formation of the purchase interest variable is exploratory interest, where many consumers are looking for information about 4G LTE Net1 internet package products and looking for 4G LTE Net1 internet package products.
Based on the results of path analysis, it shows that product quality and price provide support for increasing interest in buying 4G LTE Net1 internet package products. The results of this study are in line with the results of research conducted by Satria (2017) [36], and Karundeng *et al* (2019) [15].

2. The Effect of Product Quality and Price on Customer Satisfaction in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package

Based on the results of the analysis of the description of the indicators of additional product features that provide the

greatest support for the formation of product quality variables, namely the 4G LTE Net1 internet package product has additional product features and is different from its competitors. The product price competitiveness indicator gives the biggest contribution to the formation of the price variable, namely the 4G LTE Net1 internet package product is able to keep up with its competitors and the competitive price of the 4G LTE Net1 internet package product offered. The indicator that provides the greatest support for the formation of the customer satisfaction variable is the feeling of satisfaction, namely the customer of the 4G LTE Net1 internet package product feels happy and satisfied.

Based on the results of the path analysis, it shows that product quality and price provide support for increasing customer satisfaction for the 4G LTE Net1 internet package product. The results of this study are in line with the results of research conducted by Noto and Hakim (2014) [30], Rondonuwu (2013) [35], Lenzun et al (2014) [21], Lumintang and Jopie (2015) [24], Manus and Lumanauw (2015) [26], Suryadi et al 2019) [44], and Bakti et al (2020) [3].

3. The Influence of Purchase Interest on Customer Satisfaction in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package

Based on the analysis of the description of the indicators that provide the greatest support for the formation of the purchase interest variable, explorative interest is that many consumers are looking for information about 4G LTE Net1 internet package products and looking for 4G LTE Net1 internet package products. The indicator that provides the greatest support for the formation of the customer satisfaction variable is the feeling of satisfaction, namely the customer of the 4G LTE Net1 internet package product feels happy and satisfied.

Based on the results of the path analysis, it shows that purchase interest provides support for increasing customer satisfaction for the 4G LTE Net1 internet package product. The results of this study are in line with the results of research conducted by Satria (2017) [36], and Bakti et al (2020) [3].

4. The Influence of Product Quality and Price on Customer Satisfaction in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package through Purchase Interest

Based on the results of the analysis of the description of the indicators of additional product features that provide the greatest support for the formation of product quality variables, namely the 4G LTE Net1 internet package product has additional product features and is different from its competitors. The product price competitiveness indicator gives the biggest contribution to the formation of the price variable, namely the 4G LTE Net1 internet package product is able to keep up with its competitors and the competitive price of the 4G LTE Net1 internet package product offered. The indicator that provides the greatest support for the formation of the purchase interest variable is exploratory interest, namely many consumers are looking for information about products and looking for 4G LTE Net1 internet package products. The indicator that provides the greatest support for the formation of the customer satisfaction variable is the feeling of satisfaction, namely the customer of the 4G LTE Net1 internet package product feels happy and satisfied.

Based on the results of the path analysis, it shows the product

quality variable that the indirect effect coefficient value is smaller than the direct influence coefficient value. In the price variable, it is found that the value of the coefficient of indirect influence is greater than the value of the coefficient of direct influence.

This shows that purchase interest cannot mediate, namely product quality on customer satisfaction, but purchase interest mediates price on customer satisfaction. The results of this study are in line with the results of research conducted by Noto and Hakim (2014) [30], Rondonuwu (2013) [35], Lenzun et al (2014) [21], Lumintang and Jopie (2015) [24], Manus and Lumanauw (2015) [26], Suryadi et al 2019) [44], Bakti et al (2020) [3], Satria (2017) [36], and Karundeng et al (2019) [15].

Conclusions and Recommendations
Conclusion

Based on the results of research on "The Effect of Product Quality and Price on Customer Satisfaction through Purchase Interest in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package", the following conclusions can be drawn:

a. Product quality
Based on the description analysis, the indicator of additional product features provides the greatest support for the formation of product quality variables, namely the 4G LTE Net1 internet package product has additional product features and is different from its competitors.

b. Price
Based on the description analysis, the product price competitiveness indicator provides the largest contribution to the formation of the price variable, namely the 4G LTE Net1 internet package product is able to keep up with its competitors and the competitive price of the 4G LTE Net1 internet package product offered.

c. Purchase interest
Based on the description analysis, the indicator that provides the greatest support for the formation of the purchase interest variable is exploratory interest, namely many consumers are looking for information about products and looking for 4G LTE Net1 internet package products.

d. Customer Satisfaction
Based on the description analysis, the indicator that provides the greatest support for the formation of the customer satisfaction variable is the feeling of satisfaction, namely the customer of the 4G LTE Net1 internet package product feeling happy and satisfied.

Suggestion
Based on the results of research on "The Effect of Product Quality and Price on Customer Satisfaction Through Purchase Interest in PT Sampoerna Telekomunikasi Indonesia's 4G LTE Net1 Internet Package", some suggestions can be made as follows:
1. The results of this study are expected to contribute to the knowledge, insight and experience of researchers in the field of marketing management, especially regarding product quality, price, purchase interest and customer satisfaction.
2. The results of this study are expected to be used as input

and reference for the company PT Sampoerna Telekomunikasi Indonesia to take policies or decisions that are deemed necessary in an effort to increase customer satisfaction by taking into account the following:

a. Product quality
In order to pay attention to PT Sampoerna Telekomunikasi Indonesia, to pay attention to the durability indicator which gives the lowest value to the formation of product quality variables, PT Sampoerna Telekomunikasi Indonesia must continue to promote that 4G LTE Net1 internet package products have good network quality and 4G LTE internet package products Net1 is very economical to use.

b. Price
In order to be a concern for PT Sampoerna Telekomunikasi Indonesia, to pay attention to the product price affordability indicator that gives the lowest value to the formation of the price variable, that is, PT Sampoerna Telekomunikasi Indonesia must continue to promote that 4G LTE Net1 internet package products are purchased at very affordable prices and internet package products 4G LTE Net1 has a low price.

c. Purchase interest
In order to be a concern for PT Sampoerna Telekomunikasi Indonesia, to pay attention to the indicator of referential interest which gives the lowest value to the formation of the purchase interest variable, that is, PT Sampoerna Telekomunikasi Indonesia must often hold events and communicate that the 4G LTE Net1 internet package product is highly recommended for use.

d. Customer satisfaction
In order to be a concern for PT Sampoerna Telekomunikasi Indonesia, to pay attention to the indicator of always buying products that give the lowest value to the formation of job satisfaction variables, namely by PT Sampoerna Telekomunikasi Indonesia in distributing products evenly in all outlets so that 4G LTE Net1 internet package products are available anywhere.

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