



The Influence of Price and Quality of Telkomsel Internet Package Products on Reseller Outlet Loyalty in Islamic Economic Perspective

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ABSTRACT

This research is motivated by the case of Telkomsel internet package product competition which is still quite high, where many competitors, both retail players and big players from outside the region enter the Merangin zone area. This study uses quantitative method. Data was collected through a questionnaire which was distributed to 85 respondents at reseller outlets who shopped for Telkomsel products at Telkomsel TAP Merangin. The analysis was carried out by processing data using SPSS 26.0 for windows, then proceeded with validity, reliability, classical assumption tests, multiple linear regression analysis and hypothesis testing using t-test and f-test. The results of the study obtained that the price and quality of Telkomsel internet package products had an effect on resellers' outlet loyalty, in which there was a simultaneous influence between price and product quality on customers' loyalty. In the perspective of Islamic economy, price and product quality will have a significant effect on customers' loyalty, with ethical pricing based on good product quality so that it shows honesty that can increase customers' trust and they will not be deceived so that their confidence becomes more stable because their rights are protected.

Kata Kunci:

Harga, Kualitas, Loyalitas, Telkomsel, Paket Internet

ABSTRAK

Pengaruh Harga dan Kualitas Produk Paket Internet Telkomsel Terhadap Loyalitas Outlet Reseller Dalam Perspektif Ekonomi Islam. Penelitian ini dilatarbelakangi oleh kasus persaingan produk paket internet Telkomsel yang masih cukup tinggi, banyak pesaing, baik pemain retail, maupun pemain besar dari luar daerah yang masuk ke kawasan zona Merangin. Penelitian ini menggunakan metode kuantitatif. Pengumpulan data dilakukan melalui metode kuesioner yang dibagikan kepada 85 responden di outlet reseller yang berbelanja produk Telkomsel di Telkomsel TAP Merangin. Analisis dilakukan dengan mengolah data menggunakan SPSS 26.0 for windows. Kemudian dilakukan analisis dengan data yang ada dengan menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linier berganda dan pengujian hipotesis menggunakan uji-t dan uji-f. Hasil penelitian diperoleh bahwa harga dan kualitas produk paket internet Telkomsel berpengaruh terhadap loyalitas outlet reseller, terdapat pengaruh simultan antara harga dan kualitas produk terhadap loyalitas pelanggan. Dalam perspektif ekonomi Islam, harga dan kualitas produk akan berpengaruh signifikan terhadap loyalitas pelanggan, dengan penetapan harga yang etis berdasarkan kualitas produk yang baik sehingga menunjukkan kejujuran yang dapat meningkatkan kepercayaan pelanggan dan pelanggan tidak tertipu sehingga kepercayaan pelanggan menjadi lebih stabil, karena hak – haknya dilindungi.

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INTRODUCTION

Internet packages are familiar to young people. The consumers who consume the most internet packages to access data are young people. Customers always look for cheap internet packages with extensive internet networks that can be accessed in remote areas, fast in accessing data so that customers are satisfied using internet packages. Telkomsel is a cellular operator with the largest number of subscribers in Indonesia. The quality of the products offered by Telkomsel prepaid cards includes good network quality. Price has the most important role in making purchasing decisions by consumers and not even a few consumers set the quality of a product at a price. The rise in sales of internet packages from various operators has created competitiveness. Of all the advantages provided by the Telkomsel internet package, many say that the price of Telkomsel internet packages is more expensive than other operators' internet packages that led to many customers also switched to other operators that offer cheaper internet packages with abundant internet quotas.

Given the many choices of internet packages offered in the market, along with changes in consumers' taste, it is common for an internet package user to switch to another internet provider in a short time. Customers always look for cheap internet packages with extensive internet networks that can be accessed in remote areas, fast in accessing data so that customers are satisfied using internet packages. Cheaper prices and abundant internet quota offered by other providers encourage customers to switch and not be loyal to one operator only. However, this does not have a big effect on customers' loyalty to the Simpati internet package because of the signal quality with wide network range and the speed of accessing data provided by that Telkomsel internet package.

Price is one of the variables of marketing or sales. Islam provides freedom in price, which means all forms of price concepts that occur in buying and selling transactions are permitted according to Islamic teachings as long as there is no evidence that forbids it, and the price is based on justice and consensual between the seller and the buyer. Price becomes a measure for consumers when they have difficulty in assessing a product that is widely offered to meet needs and wants. If the desired item is of very good quality, of course, the price of the item tends to be expensive. On the other hand, if what consumers want is goods with mediocre quality, then the price of these goods is certainly not too expensive. Islamic rules regarding to this issue is very good that the goods we sell must be maintained in terms of quality, honest, lawful, and keep promises, and buying and selling is highly recommended, as in Q.S. Al-Baqarah ayah 275.

With this verse it is clear that Allah allows buying and selling, but buying and selling mentioned here includes honest buying and selling, as well as the price offered must be in accordance with the quality of the goods provided. According to the majority of scholars, Islam has been interested in implementing a free market mechanism, so only under certain conditions the government can fix prices. The principle of this policy is to seek fair prices, normal prices, or according to market prices.

Loyalty in Islam is called *al-wala*. Etymologically, *alwala'* has several meanings, among others, to love, help, follow, and approach something. The concept of loyalty in Islam or *al-wala'* is absolute submission to Allah SWT in the form of fully implementing Islamic sharia. Customers' loyalty in Islam occurs if the muamalah activity can provide mutual benefits for both parties, because they fulfill their respective obligations and rights through the application of Islamic values, yet must pay attention to *syar'i* matters that have been guided by the religion of Islam. In maintaining customers' loyalty, Islam is maintaining relationships with various groups (in the form of *aqidah*) by providing good service quality through good relationships with customers in order to create a good long-term relationship to build loyalty.



Customer's loyalty is a very important thing to note. A marketer or a company really expects to be able to retain loyal customers as it can be a very valuable asset for the company. These customers will not only continue to use the company's products or services, but automatically these customers will recommend them to others. Loyal consumers can indirectly help companies promote products or services to those closest to them. This ideal situation will be realized if the marketer or company knows what the customer needs and wants so that it can take the right steps.

Based on the above background, the authors are interested in conducting a study entitled "the influence of price and quality of Telkomsel internet package products on resellers' outlet loyalty in Islamic economic perspective". This study seeks to find out the effect of price and quality of internet packages on reseller outlets' loyalty in Islamic perspective. The limitation of the problem is only on the loyalty of reseller outlets, and the variables discussed in the study are the price and quality of Telkomsel internet package products.

LITERATURE REVIEW

Price

Price theory

Price is one component of marketing that can generate revenue, while the other components incur costs. Marketing components such as product, place, and promotion require a relatively long time to adjust to market conditions, in contrast to prices which are easier to adjust to market conditions, because prices can provide description of the quality of certain products and brands to consumers.

Price theory in Islam

Pricing is not justified in Islam if it is done by forcing one of the parties, either the seller or the buyer. However, if the determination of the price is justified for the whole community, such as the price that has been determined by law and is prohibited from selling above the official price, then this is allowed and must be applied.

The perfect market mechanism is very much considered in Islam, especially for a fair price because it will produce a fair price for both the seller and the buyer. Allah is the most just, Allah does not discriminate in the treatment of his creatures unjustly. Allah has made humans as caliphs on this earth who have the obligation to establish Allah's law and ensure that all resources are used for human welfare, so that all benefit is fairly and well distributed which is according to the word of Allah *Quran Surah al-Baqarah ayah 30*.

Legal basis for pricing

The Hadith of Rasulullah SAW regarding to fixing price is a narration from Anas Ibn. Malik, in that narration it is said: "At the time of the Prophet Muhammad SAW there was a spike in prices in the market, then a group of people came to the Messenger of Allah (saw) while they said: O Messenger of Allah the prices in the market soared so high, please help set that price. The Messenger of Allah (SAW) replied: Indeed, Allah is the one who (right) determines the price and goods, expands and provides sustenance. I hope to meet Allah and let no one among you sue me to be unjust in matters of property and life.



Prohibition of setting prices

Anas Bin Malik explained that the Messenger of Allah (PBUH) had experienced soaring prices. The companions then said to the Apostle: "O Messenger of Allah, set a price for us." The Prophet replied HR. Abu Dawud, Ibn Majah and At-Tirmidzi.

Price indicator

1. A fair price is a balance between the prices set by the product manager that does not burden consumers.
2. The price determined by the market mechanism is the price determined by supply and demand in the market.
3. Prices that are fair, reasonable, and consensual are price concepts that are set by producers to consumers on the basis of consensual consent without any coercion from both parties.

Product Quality*Product quality theory*

In terms of Total Quality Management (TQM), quality is defined broadly not only in small aspects that are emphasized, but also includes processes, people, and environment. Quality is a process of evaluating an item or service that is felt by consumers. Quality is also called the standard that must be achieved by a person, group, or organizational institution regarding the quality of human resources, how to work, and the goods or services produced.

If the company is not able to create new innovations or new products, the risk of decreasing sales volume and losing competitiveness will be even greater due to emergence of more innovative and creative competitors, changes in consumers' tastes, and increases in new technology in production.

Product quality in Islam

There are several requirements so that humans are said to be superior according to the word of God. Quran Surah aT-Taubah ayah 105. The implication of the above verse with quality is that humans have a better quality of life when they have faith and knowledge who always innovate and produce by utilizing existing time and resources and making the most of them. Product quality management in Islam does not only produce quality products, but also includes all aspects of the quality of individuals, organizations, and society, so that the results are beneficial for all mankind.

In the Islamic system, quality is more important than quantity. Starting from small problems to big ones such as slaughtering animals, you must use a sharp knife so as not to make the animals suffer. Based on this concept, there are eight elements that influence the measurement of total quality in a company, namely design, process, management, employees, consumers, laws and regulations, environment, and public.

Product quality indicators

There are three indicators of product quality, they are:

1. Product conformity with specifications.
2. Valuable, provided that the production is within halal limits.



3. Useful, producing quality products to meet common needs, not merely to enrich oneself.

Customer Loyalty

Customer loyalty theory

Loyalty is a buying behavior response that can be revealed continuously by decision makers by paying attention to one or more alternative products from the number of similar products.

Loyalty type

There are four types of loyalty, namely:

1. No loyalty

Consumers have various reasons for not developing loyalty to a particular product or service. In general, companies should avoid these types of buyers because they will never become loyal customers, they only make a small contribution to the company's finances. The challenge is to avoid as many of these people as possible and prefer customers whose loyalty can be developed.

2. Weak loyalty

Weak engagement combined with high repeat purchases resulted in weak loyalty (inertia loyalty). These consumers buy the habit arena. This is a "because we always use it" or "because we get used to it" type of purchase. This purchase is considered as a real level of dissatisfaction. This type of loyalty is most common in frequently purchased products.

3. Hidden loyalty

A relatively high level of preference combined with a low level of purchase indicates latent loyalty. If customers have hidden loyalty, then what determines repeat purchases is the influence of the situation and not the influence of attitude. By understanding the situational factors that contribute to hidden loyalty, companies can use strategies to overcome them.

4. Premium loyalty

Premium loyalty is the type of loyalty that can most often be increased which occurs when there is a high level of engagement and a high rate of repeat purchases. This is the preferred type of loyalty for all consumers in every company. At the highest level of preference, people take pride in finding and using a particular product and love to share their knowledge with friends and family.

Customer loyalty in Islam

Islam wants a Muslim businessman to have a responsive heart by maintaining and fulfilling the rights of Allah and humans, and guarding his muamalah from elements that exceed limits. In the Qur'an it is also explained that a businessman is forbidden to lie for the sake of profit, as explained in the word of Allah in Quran Surah an-Nahl Ayah 116.

Reseller Outlet

Understanding the term outlet in the business world is a place to market a product resulting from production activities, among them are dealers, shops, stalls and so on. In other words, the output from the results of production activities will be sold in a place that is often called an outlet.



METHODOLOGY

This research is included in the category of associative research using a quantitative approach. The population of this study is the total number of Telkomsel reseller outlets which are 568 active outlets. The samples taken in this study were Telkomsel product reseller outlets totaling 100 outlets. The sampling in this study employed a probability sampling technique which provides equal opportunities for each member of the population to be sampled using the simple random sampling method which is a simple sampling technique. In determining the sample size in this study, it is based on the calculations proposed by Slovin and Husein Umar as follows:

$$n = \frac{N}{1+N(e)^2}$$

Information :

n = Number of samples

N = Total population

e = Sample error rate (sampling error) as much as 10%

Based on the above formula, the number of samples taken in this study with the data obtained at Telkomsel TAP Merangin are:

$$n = \frac{568}{1+568(0,1)^2} = 85$$

Data collection techniques used several methods, including:

1. Questionnaire

The data measurement scale used is the Likert scale. This scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena to assist in analyzing the data obtained in the study using a scoring technique.

2. Documentation

Documents include the general description, employee data, sales data, and so on at the research location, namely TAP Telkomsel Merangin.

3. Observation

The researchers made direct observations to the place to be addressed, namely TAP Telkomsel Merangin.

The research data was gained from primary and secondary data. The researchers collected primary from observation, exclusive interviews with data admins and TAP Telkomsel managers. Secondary data was obtained from various sources such as books, reports, journals, and others.

This study uses multiple linear regression analysis with data processing using SPSS Statistics 26 with the following analysis stages:

1. Data Quality Test: Validity test and Reliability test
2. Classical Assumption Test: Normality test, Multiple Correlation Test, Multicollinearity test, and Heteroscedasticity test
3. Statistical Hypothesis Test:
 - a. Multiple Linear Analysis:

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

Information :

Y: Customer Loyalty, α : Constant, X_1 : Price, X_2 : Product Quality, X_3 : Price and Product Quality, b_1 : Price Variable Regression Coefficient, b_2 : Product Quality



Variable Regression Coefficient, b_2 : Price and Product Quality Variable Regression Coefficient

e : Standard Error

- b. Goodness of Fit test: Individual Parameter Significance Test (t Test), Simultaneous Significance Test (F Test) and Coefficient of determination (r^2)

RESULT AND DISCUSSION

Instrument Test Results

Validity Test Results

In this study, the validity was tested on 85 samples to determine whether an item was valid or not. A comparison was made between r-count and r-table with a significance level used of 5% or 0.05 where $N = 85$ ($df = N-2 = 83$) so that the r-table in this study is 0.2133. The output results of the validity test calculation are as follows:

Table 1: Questionnaire Validity Test Results

Variable	Item	r-count	t r-table	Result
Price (X1)	Item 1	0,657	0,2133	Valid
	Item 2	0,626	0,2133	Valid
	Item 3	0,655	0,2133	Valid
Telkomsel Internet Package Product Quality (X2)	Item 1	0,407	0,2133	Valid
	Item 2	0,548	0,2133	Valid
Reseller Outlet Loyalty (Y)	Item 1	0,706	0,2133	Valid
	Item 2	0,702	0,2133	Valid
	Item 3	0,845	0,2133	Valid
	Item 4	0,801	0,2133	Valid

It is concluded that the overall question items on Price Variable (X1), Telkomsel Internet Package Product Quality (X2) and Reseller Outlet Loyalty (Y) can be declared valid because all questions have r-count items $>$ r-table, which is 0.2133.

Reliability Test

This study conducted a reliability test using the Cronbach's Alpha method with a criterion of 0.2133 which means the data tested had a good level of reliability. The calculation of the Alpha level was carried out using the SPSS 26.0 program, and the output results can be seen in the table below:

Table 2: Questionnaire Reliability Test Results

Variable	Number of Items	Cronbach's Alpha Status	Status
Price (X1)	3 items	0,786	Reliabel
Telkomsel Internet Package Product Quality (X2)	3 items	0,635	Reliabel
Reseller Outlet Loyalty (Y)	4 items	0,890	Reliabel

Price, quality of Telkomsel internet package products, and reseller outlet loyalty have Cronbach Alpha > 0.60 . Based on these results, it can be concluded that all variables in this study are reliable.

Classical Assumption Test Results

Normality Test Results

The decision-making method on the normality test can be measured by comparing the Asymp value. Sig (2-Tailed > 0.05) then the data distribution is normal.

Table 3: Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		85
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,72460233
Most Extreme Differences	Absolute	0,110
	Positive	0,096
	Negative	-0,110
Test Statistic		0,110
Asymp. Sig. (2-tailed)		,013 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the normality test, it is known that the significance value is $0.013 > 0.05$. In other words the residual value is normally distributed. Thus, it can be concluded that the assumption of normality is met.

Multiple Correlation Test

Multiple correlation test aims to determine the level of closeness of the relationship, namely the type of simultaneous relationship between the independent variable price (X1), the quality of the Telkomsel internet package product (X2), to the dependent variable, namely reseller outlet loyalty (Y).

**Table 4: Multiple Correlation Test Results
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,693 ^a	0,480	0,467	1,74551	0,480	37,841	2	82	0,000

a. Predictors: (Constant), Telkomsel Internet Package Product Quality, Price

b. Dependent Variable: Loyalitas Outlet Reseller

The value of sig.F change is $0.000 < 0.05$, and the value of R is 0.693. This means the value of sig.F change $0.000 < 0.05$ then the independent variable price (X1) and the quality of internet package products (X2) is significantly correlated or related to the dependent variable which is reseller outlet loyalty (Y). This level of closeness of relationship with the Pearson correlation value of 0.693, then the level of closeness shows strong correlation.

Multicollinearity Test

Multicollinearity test can be seen from the Variance Inflation Factor (VIF) and tolerance value. Multicollinearity occurs if the tolerance value is < 0.10 or equal to $VIF > 10$. If the VIF value does not exceed 10, it can be said that there is no multicollinearity.

**Table 5: Multicollinearity Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
	1 (Constant)	3,82	1,569		2,435	0,017	
Price	0,615	0,114	0,518	5,38	0	0,683	1,464
Internet Package Product Quality	0,393	0,15	0,253	2,623	0,01	0,683	1,464

a. Dependent Variable: Reseller Outlet Loyalty

Each independent variable has a tolerance value > 0.10 and a VIF value < 10 , it can be concluded that there is no multicollinearity between the independent variables in this regression model.

Heteroscedasticity Test Results

The basis for making the decision is to compare the significance value of the independent variable with the value of the confidence level ($\alpha = 0.05$). If the significance value is greater than the value ($\text{sig} > 0.05$), then in the regression model there is no symptom of heteroscedasticity.



Table 6: Heteroscedasticity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,96	1,075		2,753	0,007
	Price	-0,12	0,078	-0,204	-1,56	0,122
	Internet Package Product Quality	-0,02	0,103	-0,03	-0,23	0,816

a. Dependent Variable: Abs_RES

Price variable (X1) has a significance value of 0.122. This means that the significance value of the price variable is greater than > 0.05 so there is no heteroscedasticity. Then for the variable quality of Telkomsel internet package products (X2), the significance value is 0.816. This means that the significance value of the Telkomsel internet package product quality variable is greater than > 0.05 , which means that there is no heteroscedasticity.

Hypothesis Test Results

Multiple linear regression

Table 7: Multiple linear regression

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,820	1,569		2,435	0,017
	Price	0,615	0,114	0,518	5,38	0
	Internet Package Product Quality	0,393	0,15	0,253	2,623	0,01

a. Dependent Variable: Reseller Outlet Loyalty

The regression equation obtained from the calculation results is as follows:

$$Y = 3,820 + (0,615) X1 + (0,393) X2$$

The constant of 3.820 states that if the independent variable is 0, then the decision factors that affect reseller outlet loyalty are 3.820. The regression coefficient X1 (Price) is 0.615, meaning that if the price increases by 1 unit, the consumer's decision to commit loyalty (Y) will increase by 0.615. The coefficient is positive between price and customer loyalty which states that the price variable has a positive influence on reseller outlet loyalty. The X2 regression coefficient (Quality of Telkomsel Internet Package Products) is 0.393, meaning that if the product quality increases by 1 unit, the consumer's decision to commit loyalty (Y) will decrease by 0.393. The coefficient is positive between product quality and customer loyalty which states that product quality variables have a positive influence on reseller outlet loyalty.



*t- Test Results (partial)***Table 8: t- Test Results (partial)**

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,820	1,569		2,435	0,017
	Price	0,615	0,114	0,518	5,380	0,00
	Internet Package Product Quality	0,393	0,15	0,253	2,623	0,01

A. Dependent Variable: Reseller Outlet Loyalty

The results of testing the first hypothesis (H1) Given the value of Sig. for the effect of X1 on Y is $0.000 < 0.05$ and the t value is $5.380 > t$ table 1.663, so it can be concluded that H1 is accepted which means there is an effect of X1 on Y. Then Ha is accepted and H0 is rejected, meaning that the independent variable affects the dependent variable. The results of testing the first hypothesis (H2) Given the value of Sig. for the effect of X2 on Y is $0.01 < 0.05$ and the t value is $2.623 < t$ table 1.663, so it can be concluded that H2 is accepted which means there is an effect of X2 on Y. Then Ha is accepted and H0 is rejected, meaning that the independent variable affects the dependent variable.

*F Test Results (simultaneous)***Table 9: F Test Results (simultaneous)**

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230,586	2	115,293	37,841	,000 ^b
	Residual	249,837	82	3,047		
	Total	480,424	84			

A. Dependent Variable: Reseller Outlet Loyalty**B. Predictors: (Constant), Internet Package Product Quality, Price**

The significance value for the simultaneous influence of the X1 and X2 variables on the Y variable is $0.000 < 0.05$ and the calculated F value is $37.841 > F$ table 3.96. So it can be concluded that H0 is rejected and H1 is accepted, which means that there is a significant effect on X1 and X2. simultaneously with respect to Y.

*Coefficient of determination (R2)***Table 10: Coefficient of determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,693 ^a	0,480	0,467	1,746

A. Predictors: (Constant), Internet Package Product Quality, Price

Adjusted R² value is 0.480 which means that changes in the value of the customer loyalty variable are jointly determined by the price and product quality variables by 48%. While the remaining 52% can be in the form of other factors such as service quality, distribution, and others.

CONCLUSIONS

This study concludes that price affects the loyalty of reseller outlets. Prices in Islam must cause justice for all parties. If justice has been felt by consumers, in the sense that consumers feel the price fixing for Telkomsel internet package products, then the loyalty of reseller outlets will be obtained by the company. Product quality affects customer loyalty, this means that product quality affects the loyalty of reseller outlets. Product quality in Islam includes producing within halal limits, besides that the price and quality of the product must be assessed. In addition, maintaining marketing value means the company is trying to maintain the trust that has been entrusted to it. By maintaining the trust, the consumer's trust to the company will be good, so loyalty can grow within reseller outlets. The reseller outlet loyalty is influenced by the price and quality of internet package products as much as 48%, while the remaining 52% is explained by other variables, such as distribution, company location, and service quality.

The suggestions of researchers aimed at the prosperity and progress of Telkomsel TAP are that the Telkomsel TAP Merangin is expected to maintain fair prices in accordance with market mechanisms, as well as to be fair and reasonable so that customers are always loyal. In addition, the Telkomsel TAP Merangin is expected to pay more attention to the quality of Telkomsel internet package products in terms of network, resilience, price variations, quota variations, etc. so that consumers continue to use Telkomsel internet package products, and the company can get reseller outlet loyalty. Furthermore, the Telkomsel TAP Merangin is expected to maintain fair and reasonable prices and improve the quality of its internet package products as well as improve other factors that affect reseller outlet loyalty, such as promotions, price discounts, cashback, rewards, company service quality, and product distribution.

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