

## The Influence of Satisfaction and Trust Customers Enterprise Sales Telkomcel Timor Leste Towards Its Loyalty Commitment

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**Abstract** - The main contributor of Telkomcel Timor Leste's income is in the Enterprise Sales portfolio which accounts for at least 42.89% of the total revenue generated by Telkomcel. In 2018, Telkomcel Enterprise Sales was targeted with growth in operating revenues of 10.52% from the previous year. This target is a challenging target and must be surpassed by Telkomcel Enterprise Sales. As one of the contributors to Telkomcel's revenue, Enterprise service sales and retention must be increased.

This study is purposed to identify variables of service quality, product quality, and relationship quality which are forming mediation variables as satisfaction and trust and then influence customer loyalty commitment by using the Structural Equation model. Data collection was carried out on Telkomcel Enterprise Sales customer customers through filling in questionnaires, while the data that was successfully obtained were 176 data which were then analyzed using Path Analysis using the SPSS application.

The result revealed that the variable is able to influence satisfaction, with the total influence value from the largest to the smallest were relationship quality (39.77%), service quality (12.75%) and product quality (8.01%). And variables that influence trust are started by relationship quality (29.55%), service quality (17.78%) and product quality (12.39%), as well as the influence of meditation variables satisfaction and trust to loyalty commitment with score of 17.01% and 50.30%. Referring to the results of the study that all variables have considerable influence on satisfaction, trust, and loyalty commitment, some suggestions have been made for Telkomcel Timor Leste in strengthening these variables.

**Keywords:** service quality, product quality, relationship quality, satisfaction, trust, loyalty commitment, Telkomcel Timor Leste, Enterprise Sales

### Introduction

In accordance with the vision of Telkomcel namely "To Be Leading a Broadband Lifestyle and Solution Provider Company", Telkomcel as a telecommunications operator focuses on the portfolio of data business. Telkomcel always strives to maintain its position through strategic business steps in extending and intensifying the market. In the right way, Telkomcel strives to serve all customers managed according to customer characteristics, both opportunities and contributions of revenue received from these customers.

As one of telecommunication network operator in Timor Leste, this company has served millions of customers. Their service were include mobile cellular telephone services, cellular communication, network and interconnection services, internet and data communications. In the Corporate Segment, Telkomcel serves the needs of telecommunication services and information technology, including interconnection, leased lines, satellite, VSAT, contact center, broadband access, data center, big data and internet access to corporate customers, SMEs, Government Institutions, International and Other Licensed Operator (OLO). This telco company see this business as a promising opportunity, therefore business management over enterprise segment must be appropriate to obtain sustainable growth revenue, in managing their enterprise customer, this company assign a specific sales division.

Revenue recorded by Enterprise Sales is obtained from Enterprise operating services used by 183 corporate customers managed by this division. In general, it displays sales performance with positive growth and has an impact on excellent financial performance.

**Table 1.** Compilation of Operational Performance

SEGMENT	GROWTH (2016 - 2017)
<b>PERSONAL SALES</b>	<b>-0.22%</b>
DATA	12.27%
SMS	-32.75%
VAS	-18.14%
VOICE	-25.97%
<b>ENTERPRISE SALES</b>	<b>16.66%</b>
DEDICATED	26.70%
MOBILE	-11.78%
NEW BUSINESS	-65.69%
<b>WHOLESALE</b>	<b>-14.75%</b>
DOMESTIC INTERCONNECT	-12.91%
INTERNATIONAL INTERCONNECT	-8.23%
ROAMING	-36.45%
HUBBING	-37.20%

From the financial statements presented in table 1, the operating income from operations in the Enterprise Sales division contributes positively to Telkomcel revenues. In figure 1, it can be seen that revenue growth in the Enterprise Sales segment has begun to dominate, which in 2016 gained 49% of total revenue, to 53% of total revenue in 2017. The Enterprise Sales segment contributed dominantly with an equal increase of 16.66% during 2017 from the previous year. In Figure 1.4 it can be seen that the

Enterprise Sales segment has begun to dominate Telkomcel's revenue with significant developments.

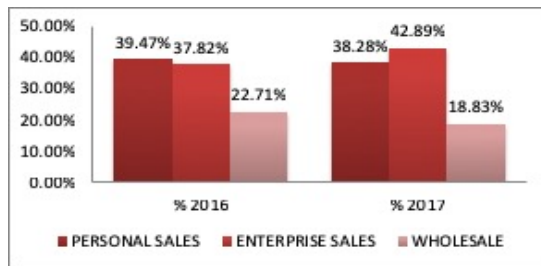


Figure 1. Comparison revenue of 2016 and 2017

From the figure of Enterprise Sales performance in 2016-2017, it can be seen that the churn rate is still very high and fluctuating every month, it can be indicated that customer loyalty in the Enterprise Sales segment is still low. Even in August 2017 reached the highest churn number, which is as many as 38 services deactivated. The number of customers deactivating is presumably because the level of customer satisfaction with products and services in the Telkomcel Enterprise Sales segment is still low, so the level of customer loyalty is still low.

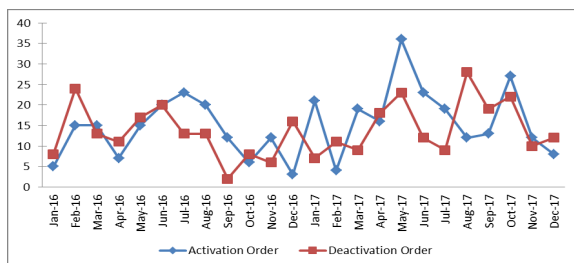


Figure 2. Enterprise Sales performance 2016-2017

According to research conducted by Phill Harpur (2017), mentioning that the penetration of the internet market in Timor Leste is growing rapidly from 2012 to 2015, growth from 55% in 2012 to 117% in 2015. In 2016 there was an increase of up to 120% from three telecommunications operators in East Timor, namely Timor Telecom, Telemor, and Telkomcel. Based on the data obtained, Timor Telecom dominates the broadband market and ICT in Timor Leste as shown in the following picture.

	To'o onal 4G	telemor 4G LTE	4G
<b>% OF COVERAGE</b>	97%	99%	94.65%*
<b>SUBSCRIPTION (Q1 2017)</b>	Subscriber : 600,629	Subscriber : 524,000	Subscriber : 457,670
<b>REVENUE (2014)</b>	USD 36 mio	USD 31.6 mio	USD 15,7 mio
<b>BACKBONE</b>	O3B (Satellite) : 1Gbps C Band (Satellite) : 300 Mbps	O3B (Satellite) : 450 Mbps C Band (Satellite) : 400 Mbps	Radio Terrestrial : 1.6 Gbps (8 STM 1 + 4 STM 1)
<b>OWNERSHIP STATUS</b>	Incumbent Provider Majority : Oi Brazil TL Government : 20%	100% by Viettel Global Company (Vitenam Military)	100% by PT. Telekomunikasi Indonesia Internasional (Telkom Group)

Figure 3. Phill Harpur research 2017

Enterprise Sales Telkomcel targeted In 2018 business revenues with a growth of 10.52% or a double-digit growth against the achievement of the previous year. The growth target determined by Enterprise Sales is a challenging target and must be surpassed. As a major contributor to Telkomcel's

revenue, sales and retention of Enterprise Sales products must be increased.

In the business of ICT solutions services for Corporate customers in the Enterprise Sales segment where the relationship occurs is a relationship between Corporate (business-to-business (B2B)), then Enterprise Sales puts forward the concept of relationship marketing in handling customers. Telkomcel serves the needs of its corporate customers in accordance with its business portfolio, namely Telecommunication, Information, Media, Edutainment and Services (TIMES). With the complete business portfolio, Telkomcel is expected to provide comprehensive solutions for the ICT needs of its customers, especially the Enterprise Sales segment and be able to provide high and sustainable income.

According to Aaker (1991, 1996) in Chauduri and Holbrook (2001) Flowing and sustainable sales revenue from a service provider can be obtained by producing superior market performance such as high market share and premium prices. Two indicators of the acquisition of market performance are closely related to loyalty commitment.

In its customer management concept, Telkomcel applies the concept of Relationship Marketing, where with this concept, Telkomcel strives to build long-term, mutually beneficial relationships with its customers. According to Groomros (1993) in Caceres and Paparoidamis (2007) Relationship Marketing which has surfaced in recent years as an attractive marketing area that focuses on building long-term relationships with customers and other parties. Whereas Ndubisi et al (2007) stated that several studies on marketing have identified several keys that underlie relationship marketing such as trust, equity, virtue, empathy, commitment, conflict handling, communication or information sharing, competence.

### Literature Review and Framework Marketing Concept

According to Kotler & Keller (2016), Marketing is a process of identifying and meeting human and social needs. Whereas the American Marketing Association (hereinafter referred to as "AMA") (in Kotler and Keller, 2016) defines Marketing as an activity, a set of institutions, and a process for making, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and the community in a wider scope. While Marketing Management is the art and knowledge to choose the target market and get it, maintain it, and grow customers through the creation, delivery, and communication of high-value things for the Customer.

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably" (Kotler and Keller, 2016:27). Peter Drucker on Kotler and Keller (2016:17) There will always, one can assume, be need for some selling. But the aim of

marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.

In accordance with the concept used by Telkomcel in managing its customers namely Relationship Marketing, this concept is described as follows. Understanding of relationship marketing is a process to create, maintain and enhance strong relationships with customers and other stakeholders. In addition to designing new strategies to attract new customers and create transactions with them, the company is constantly struggling to keep existing customers and build long-term relationships that are able to make a profit with them. (Kotler and Armstrong, 2010).

**Satisfaction Concept**

Satisfaction according to Kotler (2005) is feeling happy or disappointed someone who appears after comparing between perceptions or impressions of the performance or results of a product and expectations. Customer satisfaction according to Tjiptono (2008) is defined as an evaluation that gives results where the experience felt is at least as good or as expected.

The creation of customer satisfaction can provide benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repurchasing and creating customer loyalty, and form a word-of-mouth recommendation that is profitable for the company (Tjiptono, 2002). Another constellation that shapes customer satisfaction is product satisfaction. Palmatier (2008) explains that there are 3 dimensions of customer satisfaction, namely:

- a. Pleasant; make customers feel comfortable using the products and services that are used and according to the standardized services that have been set.
- b. Happiness; it is the pleasure that the customer feels because of using a particular item or service. This shows that happiness is an assessment that generally has a relative cause that can be traced directly to reciprocity.
- c. Contentment; an assessment of the features or features of products and services, which provides a level of consumer satisfaction related to meeting customer needs and considers the performance of products and services as expected.

**Trust Concept**

Trust in a partner’s credibility is based on the belief that one’s partner stands by its word, fulfills promised role obligations, and is sincere. Trust in a partner’s benevolence is a belief that one’s partner is interested in the firm’s welfare and will not take unexpected actions that would have a negative impact

on the firm. It follows that trust requires a judgment as to the reliability and integrity of the exchange partner (Morgan and Hunt, 1994). Doney and Cannon’s (1997, p. 36) at Doney et al. (2007) defines trust in buyer/supplier relations as “the perceived credibility and benevolence of a target of trust”. This definition is relevant in a B2B services context. Buyers try to reduce the perceived risk surrounding the service purchase by selecting service firms they can trust – those deemed capable of performing reliably and who have demonstrated an interest in the buyer’s well-being.

Tschannen-Moran and Hoy (1998: 189) through his theory of trust, he divided five characteristics which are the main components used to assess and measure trust, namely:

- a. Benevolence is the belief in one's well-being or ownership of the protection and attention of another person or group he believes in. Good attitude and desire will foster this relationship of trust.
- b. Reliability (reliability), namely someone depends on other parties to get comfort.
- c. Competence is the belief that someone is able to do a job as desired.
- d. Honesty, which is related to characterization, integrity and deity of one's behavior which is the basis of trust.
- e. Openness, which is a sense of mutual understanding with one another. Trust will increase if someone or a party wants to be open to influence from other parties.

**Loyalty Concept**

Oliver (1999) defines loyalty as the deepest commitment to buy or use products / services consistently in the future, leading to repeated purchases and cross buying, even though situational influences and marketing effort try to create shifting behavior. In relation to loyalty, Anderson et al. (1994) states that if a customer is satisfied with the product or service provided, it will lead to consumer loyalty. Consumers will repurchase in the future, reduce price elasticity, discourage competitors from attracting consumers because consumers are reluctant to churn, reduce costs and time of subsequent transactions, reduce costs of handling product / service mismatches, lower the cost of searching new customers because consumers will tend to inform other potential customers.



**Figure 4.** Four Loyalty Strategies

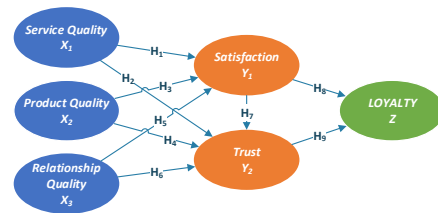
Oliver (1999) introduced "Four Loyalty Strategies" which discussed the influence of communities on consumer loyalty. The vertical dimension reflects the individual level of fortitude or the degree of consumer loyalty to a brand not because it is influenced by information from marketers. The horizontal dimension illustrates the low and high phases of community and social support. Community or social influence gives a drive to remain loyal to a brand.

Pong & Yee (2001) identified 8 indicators to measure customer loyalty based on research:

- a. Repeat Purchase Behavior; Consumers who make repeated purchases are one of the loyal consumers because these consumers unconsciously demonstrate a sustainable commitment.
- b. Word of Mouth; Loyal consumers are those who not only feel satisfied with the services provided by service providers, but they also recommend it to others.
- c. Period of Usage; Lapse of time when a consumer continues to make purchases of an item or service on an ongoing basis.
- d. Price Tolerance; Undoubtedly, loyal consumers are willing to pay a higher price, because they assume that the risk of using services from other service providers is very high. Therefore, they are willing for high prices in order to avoid these risks.
- e. Repeat Purchase Intention Basically, consumer loyalty is characterized by the tendency of intention or strong commitment from consumers to make purchases repeatedly to one service provider.
- f. Preference; Consumer choice is one measurement based on the cognitive dimension of service loyalty. High consumer loyalty can be characterized by a strong positive preference from consumers for one service provider.
- g. Choice Reduction Behavior; Loyal consumers will be characterized by their attitude that reduces motivation to look for other alternative choices when they want to buy services from service providers and reduce the available alternative options.
8. First-in-mind; Consumer loyalty that will be very extreme is characterized by only one service provider choice in the minds or minds of these consumers and will be their first choice.

**Research Model**

The research subject is Telkomcel as an ICT service provider and consumer as a service user. This study uses quantitative research methods to examine the relationship between independent variables represented by service quality, product quality, and relationship quality with the dependent variable represented by loyalty and mediated by mediator variables namely satisfaction and trust. This study seeks to complement previous studies, that loyalty can be influenced by many factors. Following is the conceptual framework model of this study:



**Figure 5.** Research Structural Model

Based on the research objectives, the verification research was carried out through collecting data in the field using the explanatory survey method by distributing questionnaires to respondents in Person in Charge (PIC), Decision Maker, and decision-making assistants (Influencers) Corporate Customer Enterprise Sales Division. Based on the time dimension, this study is classified into a cross sectional study, namely data collection is only done once (Sekaran, & Bougi, 2010). This study is to examine the relationship between the independent variables represented by service quality, product quality, and relationship quality with the dependent variable loyalty commitment and using satisfaction and trust as mediation variables.

**Pilot Test**

The researcher distributed a sample of 30 questionnaires to PIC Telkomcel Enterprise Sales customers. The number of samples follows Hair et al (2010) which states that the Pilot Test can use a small sample size. In addition, Levine et al (2006) also stated that a minimum number of samples of 30 in a normal distribution is sufficient.

During the pilot test, several things were identified as obstacles such as whether there was a method of filling in the wrong and incomplete, and what the most effective dissemination media was used. These constraints become input for improvement when the main data collection activities (main data collecting) are carried out.

**Table 2.** Validity Test

Varabel	Indikator	R Hitung	Hasil
Service Quality (X1)	SQ1 Tangibles	0.744	Valid
	SQ2 Reliability	0.679	Valid
	SQ3 Responsiveness	0.647	Valid
	SQ4 Assurance	0.627	Valid
	SQ5 Empathy	0.658	Valid
Product Quality (X2)	PQ1 Performance	0.727	Valid
	PQ2 Feature	0.628	Valid
	PQ3 Durability	0.673	Valid
	PQ4 Conformance	0.592	Valid
	PQ5 Design	0.645	Valid
Relationship Quality (X3)	RQ1 Closeness	0.784	Valid
	RQ2 Communication	0.677	Valid
	RQ3 Communication Quality	0.677	Valid
	RQ4 Special Care	0.436	Valid
Satisfaction (Y1)	RS1 Pleasant	0.845	Valid
	RS2 Happiness	0.649	Valid
	RS3 Contentment	0.859	Valid
Trust (Y2)	T1 Benevolence	0.574	Valid
	T2 Reliability	0.617	Valid
	T3 Competence	0.700	Valid
	T4 Honesty	0.658	Valid
	T5 Openness	0.604	Valid
Loyalty (Z)	L1 Repeat Purchase Behavior	0.558	Valid
	L2 Word of Mouth	0.554	Valid
	L3 Period of Usage	0.621	Valid
	L4 Price Tolerance	0.751	Valid
	L5 Repeat Purchase Intention	0.481	Valid
	L6 Preference	0.376	Valid
	L7 Choice Reduction Behavior	0.723	Valid
	L8 First in Mind	0.810	Valid

**Table 3. Reliability Test**

Variabel	Cronbach's Alpha	Hasil
Service Quality (X <sub>1</sub> )	0.766	Reliable
Product Quality (X <sub>2</sub> )	0.758	Reliable
Relationship Quality (X <sub>3</sub> )	0.746	Reliable
Satisfaction (Y <sub>1</sub> )	0.821	Reliable
Trust (Y <sub>2</sub> )	0.748	Reliable
Loyalty (Z)	0.747	Reliable

**Population and Sample**

In this study used a saturated sampling technique (census) which is a sampling technique if all members of the population are used as samples (Sugiyono, 2012: 96). This is done because the population is relatively small, which is less than 200. So the number of samples of this study is Enterprise Sales customers at Telkomcel with a total of 183 customers. To measure the level of Loyalty Commitment through Satisfaction and Trust, researchers conducted a questionnaire that contained questions from variables that had been set for all Telkomcel Timor Leste Enterprise Sales customer service.

**Analysis**

**Verificative Analysis**

Verificative analysis were conduct to know the whole description of variables, service quality, product quality, relationship quality, satisfaction, trust, and loyalty commitment from respondent perception. This analysis done by arranging distribution frequency table to know the level of value of research variable.

**Table 4. Variables Frequency Distribution**

Variable	Score	Category
Service Quality X <sub>1</sub>	84.58%	High
Product Quality X <sub>2</sub>	83.92%	High
Relationship Quality X <sub>3</sub>	83.92%	High
Satisfaction Y <sub>1</sub>	84.19%	High
Trust Y <sub>2</sub>	84.39%	High
Loyalty Z	84.53%	High
<b>Average</b>	<b>84.26%</b>	<b>High</b>

**Path Analysis**

Path analysis in this research is used to examine the influence score between variables towards Satisfaction, trust, and loyalty. To transform ordinal data gathered from the questionnaire, we use Method of Successive Interval (MSI) and then when data already transformed to interval data then we conduct correlation analysis.

**Table 5. Variables Correlation**

Korelasi	X1	X2	X3	Y1	Y2	Z
X1	1.000	0.732	0.721	0.657	0.681	0.680
X2	0.732	1.000	0.813	0.685	0.696	0.747
X3	0.721	0.813	1.000	0.759	0.735	0.725
Y1	0.657	0.685	0.759	1.000	0.785	0.724
Y2	0.681	0.696	0.735	0.785	1.000	0.807
Z	0.680	0.747	0.725	0.724	0.807	1.000

To conduct path analysis, the model were formulated into three structural forms in purpose to facilitated the calculation process, as follows:

**Sub Structural 1**

Prior to path analysis, the data were first tested classical assumptions that include normality, autocorrelation, multicollinearity and heteroscedasticity tests for Sub Structural 1. As the result of the normality test shown that Sig. 0.873 > α (0.05) which mean normal distributed. Autocorrelation test by Durbin Watson showed DW number were 2.1560 in between dU (1.7881) and 4-dU (2.2119) which mean this model has no autocorrelation. For multicollinearity test VIF Service Quality (2.397), Product Quality (3.395) and Relationship Quality (3.286) there were none above 10, in conclusion has no multicollinearity.



**Figure 6. Influence of Sub Structural 1**

Based on Figure 6, the equation for the effect of Sub Structural 1 analysis variables of the research path as follows:

$$Y1 = 0.194 X1 + 0.117 X2 + 0.524 X3 + 0.395$$

**Table 6. Influence of Variable X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> to Y<sub>1</sub>**

Variable	Direct Influence	Indirect Influence			Influence Total
		X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	
X <sub>1</sub>	3.76%	-	1.66%	7.33%	12.75%
X <sub>2</sub>	1.37%	1.66%	-	4.98%	8.01%
X <sub>3</sub>	27.46%	7.33%	4.98%	-	39.77%
Influence Total X <sub>1</sub> , X <sub>2</sub> , X <sub>3</sub> to Y <sub>1</sub>					60.53%
Influence from Other Variable					39.47%

Shown in table 6 that the total influence of Service Quality (X<sub>1</sub>), Product Quality (X<sub>2</sub>), and Relationship Quality (X<sub>3</sub>) to Satisfaction (Y<sub>1</sub>) either directly or indirectly is 60.53%. Relationship Quality variable is the biggest influence to Satisfaction, that is equal to 39.77% with direct influence 27.46% and 12.31% other is indirect influence. Based on table 6 can also be seen that the influence of other variables on Satisfaction (Y<sub>1</sub>) outside determined variables. This means there are still other variables that affect the Satisfaction outside the variables studied in Sub Structural 1, that was equal to 39.47%.

**Sub Structural 2**

Sub Structural 2 also test for path analysis, the data were tested normality, autocorrelation, multicollinearity, and heteroscedasticity tests for Sub Structural 2. As the result of the normality test shown

that Sig. 0.749 > α (0.05) which mean normal distributed. Autocorrelation test by Durbin Watson showed DW number were 2.2060 in between dU (1.7881) and 4-dU (2.2119) which mean this model has no autocorrelation. For multicollinearity test VIF Service Quality (2.397), Product Quality (3.395) and Relationship Quality (3.286) there were none above 10, in conclusion has no multicollinearity.

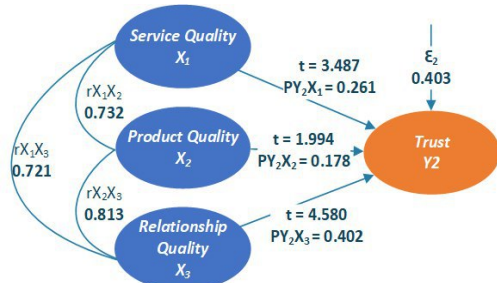


Figure 7. Influence of Sub Structural 2

Based on Figure 7, the equation for the effect of Sub Structural 2 analysis variables of the research path as follows:

$$Y1 = 0.261 X1 + 0.178 X2 + 0.402 X3 + 0.403$$

Table 7. Influence of Variable X1, X2, X3 to Y2

Variable	Direct Influence	Indirect Influence			Influence Total
		X1	X2	X3	
X1	6.81%	-	3.40%	7.57%	17.78%
X2	3.17%	3.40%	-	5.82%	12.39%
X3	16.16%	7.57%	5.82%	-	29.55%
Influence Total X1, X2, X3 to Y2					59.72%
Influence from Other Variable					40.28%

Table 7 also found to the total influence of Service Quality (X1), Product Quality (X2), and Relationship Quality (X3) to Trust (Y2) either directly or indirectly is 59.72%. Relationship Quality variable also the biggest influence to Trust, that is equal to 29.55% with direct influence 16.16% and 13.39% other is indirect influence. Based on table 7 also be seen that the influence of other variables on Trust (Y2) outside determined variables was equal to 40.28%.

**Sub Structural 3**

Based on the path diagram that illustrates the influence between variables explained that Loyalty Commitment of Customer Corporate Customer Enterprise Sales of Telkomcel Timor Leste is influenced by Satisfaction and Trust. Sub Structural 3 found influence of mediator variables to dependent variable. Normality, autocorrelation, multicollinearity, and heteroscedasticity also tested for Sub Structural 3. As the result of the normality test shown that Sig. 0.941 > α (0.05) which mean normal distributed. Autocorrelation test by Durbin Watson showed DW number were 2.2150 in between dU (1.7764) and 4-dU (2.2236) which mean this model has no autocorrelation. For multicollinearity test VIF Satisfaction (2.609) and Trust (2.609) there were none above 10, in conclusion has no multicollinearity.

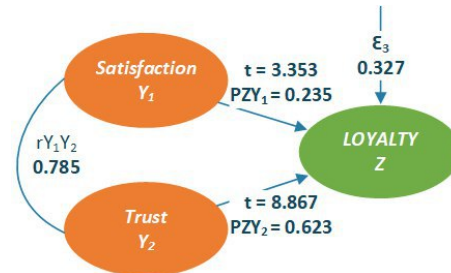


Figure 8. Influence of Sub Structural 3

Based on Figure 8, the equation for the effect of Sub Structural 3 analysis variables of the research path as follows:

$$Z = 0.235 Y1 + 0.623 Y2 + 0.327$$

Table 8. Influence of Variable Y1 and Y2 to Z

Variable	Direct Influence	Indirect Influence		Influence Total
		Y1	Y2	
Y1	5.52%	-	11.49%	17.01%
Y2	38.81%	11.49%	-	50.30%
Influence Total Y1, Y2 to Z				67.31%
Influence from Other Variable				32.69%

Based on table 8 can be seen that the total influence of Satisfaction (Y1) and Trust (Y2) to Loyalty Commitment (Z) either directly or indirectly was 67.31%. Trust was the biggest influence to Loyalty Commitment, that is 50.30% with direct influence equal to 38.81% and 11.49% other is indirect influence through Trust variable. Based on table 7 also can be seen that the influence of other variables on Loyalty Commitment (Z) outside Satisfaction (Y1) and Trust (Y2) was equal to 32.69%.

**KD or R<sup>2</sup> Test Variables X and Y towards Z**

The Coefficient of Determination Test (KD or R<sup>2</sup>) test is to find out how much influence all the Overall Structural variables have on Loyalty Commitment (Z).

Table 9. KD or R<sup>2</sup> Test Variables X and Y towards Z Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.726	.718	2.14603

a. Predictors: (Constant), Trust, Service Quality, Product Quality, Satisfaction, Relationship Quality

Obtained R<sup>2</sup> value of 0.726 or 72.60%. This means that the magnitude of the influence of the Overall Structural variables X and Y on Loyalty Commitment (Z) Customers Enterprise Sales in Telkomcel Timor Leste was 72.60%, while the remaining 27.40% is influenced by other factors not determined in this study.

**Conclusion**

1. After conducting research on the variables that affect the Corporate Customer Enterprise Sales Customer Satisfaction of Telkomcel Timor Leste, in general the customers already feel comfortable,

happy, and get products and services as expected from Telkomcel Timor Leste. This is evidenced by the high rating of respondents and the analysis of the relationship and relevance of Sub Structural 1 research between variables Service Quality, Product Quality, and Relationship Quality to Satisfaction. The variable that most influenced the Satisfaction was Service Quality of 39.77%.

2. Corporate Customer Enterprise Sales Customer Telkomcel Timor Leste already have trust, sense of dependence, confidence in the products and services, honesty, and openness from Telkomcel Timor Leste. This is evidenced by the high rating of respondents and the analysis of the relationship and relevance of Sub Structural 2 research between variables Service Quality, Product Quality, and Relationship Quality to Trust. The variable that most influences the Trust is Service Quality of 29.55%
3. Sub Structural 3 between variables of Satisfaction and Trust towards Loyalty Commitment. The biggest variable influencing was Trust of 50.30%. Loyalty Commitment of Corporate Customer Enterprise Sales Telkomcel Timor Leste have made repeat purchases, provided recommendations to others, strong positive preferences, and measured loyalty. And also high rating from respondents to Loyalty Commitment.
4. Based on the test results Partially:
  - Sub Structural 1 has a direct and indirect effect of 60.53%;
  - Sub Structural 2 has a direct and indirect effect of 59.72%;
  - Sub Structural 3 has a direct and indirect influence of 67.31%.

Based on the results of simultaneous testing, variable X and Y have an effect of 72.60% to Z and the remain is influenced by other factors not discussed in this study. This means that the Service Quality, Product Quality, and Relationship Quality variables, through mediating variables, Satisfaction and Trust, have a significant partial and simultaneous influence to Loyalty Commitment Corporate Customer Enterprise Sales Telkomcel Timor Leste.

#### Suggestion for Telkomcel Timor Leste

1. To increase the Loyalty Commitment Corporate Customer Enterprise Sales Telkomcel by increasing Trust. Because in this study Trust has an effect of 50.30%.
2. To improve the Satisfaction and Trust of Corporate Customer Enterprise Sales Telkomcel by

increasing Relationship Quality. Because in this study Relationship Quality has an effect of 39.77% and 29.55% respectively.

3. Looking for other factors that influence Loyalty Commitment, which is in this study influence other factors of respectively 39.47%, 40.28%, and 32.69% for Satisfaction, Trust, and Loyalty Commitment.
4. From the Satisfaction and Trust variables, the biggest influence of sub variable happiness and reliability also has a significant influence on Loyalty Commitment. Therefore, increasing interpersonal skills of the Account Manager of Telkomcel Timor Leste must also be considered.

#### Suggestions for Further Research

1. Research in more detail relates well to other variables that are more significantly influential for loyalty commitment.
2. In some studies the influence of Account Manager or Sales Person on Satisfaction, Trust, and Loyalty Commitment is an interesting discussion while the role of the sales person is one of the keys to the success of the concept of relationship marketing.
3. The object of this research is customers of Enterprise Sales and can be developed in other portfolios.

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