

Analysis of subscription TV service quality at PT Primavision Banjarmasin

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Abstract

The purpose of this study is to determine the effect of Service Quality variables (Tangibles, Reliability, Responsiveness, Assurance, and Empathy), both simultaneously and partially, on Customer Satisfaction of subscription TV services at PT Primavision Banjarmasin. In addition, this research aims to identify the most dominant variable influencing customer satisfaction. The data used were obtained through questionnaires distributed to respondents who were active customers of PT Primavision Banjarmasin. The sampling technique employed was Accidental Sampling, involving a total of 94 customers. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The results show that the overall Service Quality variables have a simultaneous and significant effect on customer satisfaction, with an F-value of 40.998. Partially, only three variables significantly influence customer satisfaction: Tangibles ($p = 0.008$), Reliability ($p = 0.002$), and Empathy ($p = 0.017$). Meanwhile, Responsiveness ($p = 0.596$) and Assurance ($p = 0.076$) do not have a significant impact. Among these, Reliability was found to be the most dominant factor influencing customer satisfaction ($p = 0.002$). This finding indicates that customers perceive Tangibles, Reliability, and Empathy as crucial aspects in achieving satisfaction with Primavision's services. Based on the Coefficient of Determination (R^2) value of 0.700, it can be concluded that 70% of customer satisfaction is explained by the three significant service quality variables, while the remaining 30% is influenced by other factors not examined in this study

Keywords: service quality, customer satisfaction, PT Primavision, Banjarmasin

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1. Introduction

The rapid advancement of information technology has made it increasingly easy for people to access information anytime and anywhere, without the constraints of space and time. Among the most widely used sources of information is television that is both local, national, and international, now easily accessible through subscription TV providers. In Indonesia, numerous broadcasting channels exist, both private and government-owned, which the public can access freely without subscription fees. However, some local TV providers offer access to various national and international channels by charging a monthly subscription fee. One such provider widely used in Banjarmasin is PT. Primavision Banjarmasin, which requires its subscribers to pay a monthly fee for its broadcasting services. One of the advantages of this subscription TV provider is its partnerships with international television stations that allow direct broadcasting of various programs, including sports, education, and entertainment, which are not available through free national TV channels.

In its efforts to improve customer satisfaction, PT. Primavision Banjarmasin continuously strives to

enhance the quality of its services. One of its initiatives is the transition from an analog to a digital broadcasting system, which is expected to deliver better picture quality and viewing experience. However, despite these improvements, the shift to digital systems also brought certain drawbacks, such as lower resistance to weather disturbances that signals often break during rain, and images sometimes appear distorted. This condition forms the basis for analyzing the service quality level of PT. Primavision Banjarmasin using the five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy, as proposed by Garvin (in Fandy Tjiptono, 2011). The purpose is to determine whether applying the same dimensions will yield consistent or differing findings in customer satisfaction assessment.

According to Tjiptono (2011), service quality is a dynamic condition that closely relates to products, services, human resources, processes, and environments, all aimed at meeting or exceeding customer expectations. Good service quality reflects a company's success in providing services that match or surpass customer expectations, while poor service quality occurs when the provided services fall short of those expectations. Parasuraman (2008), a pioneer in service quality measurement, introduced the SERVQUAL model, which consists of five key dimensions: (1) Tangibles is the physical appearance of facilities and equipment; (2) Reliability is the ability to perform services accurately and dependably; (3) Responsiveness is the willingness to help and provide prompt service; (4) Assurance is the knowledge and courtesy of employees that convey trust and confidence; and (5) Empathy is the individualized attention given to customers.

Customer satisfaction is the primary goal of every company and is essential for long-term survival and competitiveness. According to Zeithaml and Bitner (2001), satisfaction is the customer's response to the fulfillment of their needs, representing a judgment that a product or service provides a pleasurable level of consumption-related fulfillment. Similarly, Umar (2002) defines consumer satisfaction as the level of a customer's feelings after comparing what they receive with what they expect. Kotler (in Tjiptono, 2011) emphasizes several methods to measure customer satisfaction, such as complaint and suggestion systems, ghost shopping, lost customer analysis, and customer satisfaction surveys. Meanwhile, Hawkins and Lonney (in Tjiptono, 2011) identify three main indicators of satisfaction: expectation conformity, repurchase intention, and willingness to recommend.

Based on the theoretical framework and previous empirical studies, this research formulates the following hypotheses: (1) Service quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) has a simultaneous significant effect on customer satisfaction of PT. Primavision Banjarmasin; (2) Service quality dimensions partially have a significant effect on customer satisfaction; and (3) Reliability has a dominant influence on customer satisfaction of PT. Primavision Banjarmasin.

2. Research Design and Method

This study employs a correlational research design, which involves activities related to collecting data, selecting and determining relationships, and identifying the degree of association between two or more variables. The existence and strength of these relationships are crucial, as understanding them allows the researcher to interpret how strongly one variable affects another in accordance with the research objectives. A correlational study uses statistical instruments to determine whether, and to what extent, a quantifiable relationship exists between the variables under investigation.

According to Sugiyono (2013), a population is a generalization area consisting of objects or subjects that possess specific qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consists of all customers who use the subscription TV services of PT. Primavision Banjarmasin, totaling 375 subscribers located in North Banjarmasin. The sample is a subset of the population that represents its characteristics. The sampling technique applied in

this research is Accidental Sampling (Convenience Sampling), which selects respondents who are easiest to reach and happen to meet the researcher by chance. The total number of respondents included in this study is 94 customers.

The independent variable in this study is Service Quality, defined as the company's effort to fulfill customer needs and expectations through appropriate service delivery to achieve customer satisfaction. Service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical evidence of a company's ability to present the best for its customers, including the appearance of buildings, facilities, supporting technology, and employee appearance. Reliability represents the ability of a company to deliver services as promised, emphasizing accuracy, timeliness, and error-free performance. Responsiveness reflects the willingness to provide prompt and helpful service, accompanied by clear and understandable communication. Assurance indicates the guarantee and confidence conveyed through employee courtesy, communication skills, and professional knowledge, which foster customer trust. Meanwhile, empathy describes the ability to provide sincere and personalized attention to customers, identifying their specific and individual needs.

The dependent variable is Customer Satisfaction, which, according to Hawkins and Lonney (in Tjiptono, 2011), is formed by three main attributes: expectation conformity, repurchase intention, and willingness to recommend. Expectation conformity refers to the degree to which the performance of a product or service matches or exceeds customer expectations. Repurchase intention relates to the customer's willingness to return or repurchase due to satisfactory service, product value, or supporting facilities. Willingness to recommend represents the customer's readiness to recommend the product or service to others based on satisfaction with service quality, facilities, or perceived benefits.

The data collection techniques used in this study include observation, interviews, documentation, and questionnaires. The questionnaire uses a Likert scale with five response categories: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). The data analysis technique employs the Statistical Package for the Social Sciences (SPSS) software, which includes several stages: instrument testing (validity and reliability tests), classical assumption testing, multiple linear regression analysis, and hypothesis testing (simultaneous and partial tests).

This methodological approach enables the researcher to determine the extent to which each service quality dimension affects customer satisfaction, both simultaneously and partially, and to identify the most dominant influencing variable.

3. Results and Discussion

Statistical Result

Instrument testing

Validity test

The validity test aims to determine the accuracy and suitability of the questionnaire used to obtain data from respondents in the correlational study. The decision criterion for determining validity is by comparing the significance value with a probability level of 0.05. The results showed that all 16 questionnaire items which comprising 10 items for the Service Quality variable and 6 items for Customer Satisfaction, had r-count values greater than r-table (0.202) and significance values (2-tailed) below 0.05. Therefore, all questionnaire items are valid and appropriate for collecting data from respondents.

Reliability test

The reliability test measures the consistency or dependability of the questionnaire as an instrument that produces stable results even when administered repeatedly. The criterion for reliability is a Cronbach's Alpha value greater than 0.60. The results indicated that the 16 questionnaire items (10 for Service Quality

and 6 for Customer Satisfaction) produced a Cronbach's Alpha of 0.942, exceeding the 0.60 threshold. Thus, the questionnaire items are reliable and consistent for data collection.

Classical assumption testing

Normality test

The normality test assesses whether the data obtained from the questionnaire are normally distributed, which is a prerequisite for hypothesis testing. The decision rule compares the Asymp. Sig (2-tailed) value with 0.05. If the value is greater than 0.05, the data are normally distributed. The results showed Asymp. Sig (2-tailed) > 0.05, indicating that the research data are normally distributed.

Multicollinearity test

The multicollinearity test examines whether strong correlations exist among independent variables in the regression model. A good regression model should not exhibit multicollinearity. The decision rule compares the Tolerance value (>0.10) and the Variance Inflation Factor (VIF) value (<10.00). The results showed that all variables had Tolerance values above 0.10 and VIF values below 10.00, confirming that there was no multicollinearity in the model.

Heteroscedasticity test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variance of residuals across observations. A good regression model should demonstrate homoscedasticity, meaning equal variance. The decision rule compares the significance value of the residuals with 0.05; if the value is greater than 0.05, heteroscedasticity is absent. The test results showed that the significance value of the residuals was greater than 0.05, indicating that the regression model does not suffer from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis examines the linear relationship between two or more independent variables ($X_1, X_2, \dots, X_n$) and a dependent variable (Y). This analysis is used to determine whether each independent variable has a positive or negative effect on the dependent variable and to predict the dependent variable's value when the independent variables increase or decrease. The regression equation is as follows:

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Explanation:

Y' = Dependent variable (predicted value)

$X_1 \dots X_5$ = Independent variables

a = Constant (Y' value when $X_1, X_2 \dots X_n = 0$)

b = Regression coefficient (rate of increase or decrease)

Table 1 Summary of Multiple Linear Regression Results

Variable	Regression Coefficient	t-Statistic	Sig.	Standardized Coefficients Beta
Constant	3.836			
Tangibles	0.651	2.705	0.008	0.241
Reliability	0.822	3.113	0.002	0.339
Responsiveness	0.130	0.532	0.596	0.530
Assurance	0.332	1.795	0.076	0.135
Empathy	0.565	2.423	0.017	0.218

F-Statistic: 40.998, F-Table: 2.20, R^2 : 0.700, t-Table: 1.991

Source: SPSS Output (2025)

From the table, the multiple linear regression equation can be written as:

$$Y' = 3.836 + 0.651X_1 + 0.822X_2 + 0.130X_3 + 0.332X_4 + 0.565X_5$$

The constant value of 3.836 indicates that when all independent variables (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) are zero, Customer Satisfaction is 3.836. The regression coefficients for all variables are positive, showing a direct relationship with Customer Satisfaction. Specifically, Tangibles (0.651), Reliability (0.822), and Empathy (0.565) have significant positive effects, while Responsiveness (0.130) and Assurance (0.332) have positive but not significant effects. This means that improvements in Tangibles, Reliability, and Empathy contribute most strongly to increasing customer satisfaction at PT Primavision Banjarmasin.

Hypothesis testing

The first hypothesis states that Service Quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) simultaneously has a significant effect on Customer Satisfaction with PT Primavision Banjarmasin's subscription TV service. Based on the simultaneous (F) test, the obtained F-value is 40.998 with a significance level of 0.000, which is less than 0.05. This indicates that the service quality variables collectively have a significant impact on customer satisfaction; therefore, the first hypothesis is accepted.

The second hypothesis states that Service Quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) partially has a significant effect on Customer Satisfaction. The partial (t) test results show that Tangibles ($t = 2.705$; Sig. = 0.008), Reliability ($t = 3.113$; Sig. = 0.002), and Empathy ($t = 2.243$; Sig. = 0.017) significantly influence customer satisfaction since their significance values are below 0.05. Meanwhile, Responsiveness ($t = 0.532$; Sig. = 0.596) and Assurance ($t = 1.795$; Sig. = 0.760) do not have a significant effect. Therefore, the second hypothesis is rejected because not all variables show a significant relationship.

The third hypothesis proposes that Reliability is the dominant variable influencing Customer Satisfaction. Based on the SPSS results, Reliability has the highest Standardized Coefficient Beta (0.339) and a significance value of 0.002, indicating that it has the strongest effect. Thus, the third hypothesis is accepted.

The Model Summary output shows an R Square value of 0.700, meaning that 70% of customer satisfaction is explained by service quality variables, while the remaining 30% is influenced by other unexamined factors.

These findings are consistent with Nurma Arvianti's (2010) study titled "Analysis of Service Quality on Customer Satisfaction of Prepaid Cable TV in Banyuwangi." Both studies used similar variables and SPSS for data analysis. However, the dominant variable differs—Arvianti found Tangibles as dominant, while this study identifies Reliability. The difference may be due to variations in respondent numbers and characteristics.

Discussion

The Tangibles variable has a significant effect on customer satisfaction with Primavision TV. Therefore, to enhance satisfaction, the company should maintain employees' neat appearance, provide a more comfortable and representative waiting area separate from field operations, ensure well-organized parking facilities, and offer an easily accessible customer complaint hotline.

The Reliability variable also significantly influences customer satisfaction. Thus, Primavision should continue assigning employees with strong communication skills and sufficient knowledge to clearly explain and deliver all necessary information to customers.

The Responsiveness variable does not significantly affect customer satisfaction. This means that faster service or quicker complaint handling alone will not necessarily increase customer satisfaction with Primavision TV.

The Assurance variable likewise shows no significant influence on customer satisfaction. The absence of additional charges or follow-up confirmation calls after repairs are completed is perceived as insufficient to improve customer satisfaction.

The Empathy variable, however, significantly affects customer satisfaction. To improve satisfaction, Primavision should provide attentive and sympathetic service, handle customer complaints with care, and maintain a friendly attitude even toward customers who behave impolitely or deviate from service procedures.

4. Conclusions

Based on the data analysis conducted using SPSS, it can be concluded that all service quality variables, that is tangibles, reliability, responsiveness, assurance, and empathy, have a simultaneous significant effect on customer satisfaction with TV Primavision Banjarmasin. However, when tested partially, only tangibles, reliability, and empathy significantly affect customer satisfaction, while responsiveness and assurance show no significant influence. Among these variables, reliability has the most dominant effect on customer satisfaction. Considering the limitations of this study, future researchers are advised to use a larger sample size to provide a more comprehensive understanding of customer satisfaction at PT Primavision Banjarmasin.

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