

Service Quality On User Satisfaction With The MyTelkomsel E-Service Mobile Application

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ABSTRACT

This study aims to gain an in-depth understanding of the influence of user experience and e-service quality on user satisfaction with the MyTelkomsel mobile application. This research was conducted using a descriptive qualitative method along with data collection techniques in the form of semi-structured interviews and direct observation of active users of the MyTelkomsel application in the city of Medan. Data was obtained from 10 informants selected using purposive sampling techniques, supported by documentation of user interactions with the application. The results of the study indicate that ease of navigation, informative interface display, application response speed, and service feature reliability are the main factors that shape user satisfaction. Users tend to feel satisfied when the application is able to provide a comfortable, efficient, and responsive user experience that meets their needs. The findings of this study are expected to provide strategic input for Telkomsel in improving user experience and service quality as an effort to strengthen customer satisfaction and loyalty.

Keywords: User Experience, E-Service, Mobile App, MyTelkomsel

1. Introduction

Advances in information technology have driven significant transformations in various sectors, including how companies interact with and serve their customers [1]. Service digitization has become a key strategy for improving efficiency and competitiveness, particularly through the use of mobile applications as a means of providing electronic-based services [2]. Mobile applications enable companies to provide fast, flexible, and accessible services at any time, thereby creating a more dynamic pattern of interaction between companies and users [3].

In the context of digital services, service quality is an important factor that determines the success of an application [4]. Service quality is not only related to system speed and reliability, but also includes aspects of security, ease of use, and service responsiveness to user needs [4]. Mobile applications, as a form of electronic service, are designed to provide easy access and a convenient experience for users [6]. Therefore, user experience and e-service quality are two key aspects that play a role in shaping user perceptions and satisfaction with an application [7].

Telkomsel, one of the largest companies in Indonesia, has launched the MyTelkomsel app as a digital service platform for its customers. This app allows users to manage their accounts, purchase credit and data packages, access service information, and utilize various other supporting features

via their smartphones [8]. MyTelkomsel is designed to serve various customer segments, including prepaid, postpaid, and IndiHome service users, with the aim of improving overall ease of access and service quality. The existence of this application makes MyTelkomsel the main medium for delivering Telkomsel's electronic services to customers.

Although MyTelkomsel provides a variety of features and services, in practice there are still challenges related to user experience and perceived service quality [4]. Some users complain about the ease of navigation, application stability, service speed, and response to problems encountered. These conditions have the potential to affect user satisfaction levels, especially amid increasingly fierce competition among telecommunications service applications. Therefore, it is important to understand how users perceive the MyTelkomsel user experience and service quality and to what extent these two aspects affect their satisfaction [8].

A number of previous studies have shown a positive relationship between user experience, service quality, and user satisfaction in digital-based applications. Anahyu's (2024) study, for example, states that good user experience and service quality contribute to increased user satisfaction. However, most previous studies tend to use a quantitative approach with measurements based on numbers and statistics [9]. This approach does not fully describe the user experience and perception in depth, so qualitative research is needed to gain a more comprehensive understanding.

Based on the above description, this study aims to explore and understand user perceptions of user experience and service quality on the MyTelkomsel E-Service mobile application, as well as analyze how these two aspects affect user satisfaction levels. Through a qualitative approach, this study is expected to provide a more in-depth picture of the real user experience in using the MyTelkomsel application.

2. Research Method

2.1. Type of Research

This study uses a qualitative method with a descriptive approach [10]. This method is used because the study aims to gain an in-depth understanding of user experiences and the perceived quality of service in using the E-Service MyTelkomsel mobile application, without manipulating the variables under study. The qualitative descriptive method allows researchers to describe phenomena as they occur naturally, emphasizing the meaning, perceptions, and perspectives of users as research subjects.

The qualitative descriptive research method focuses on processing narrative and interpretive data to obtain a comprehensive understanding of a phenomenon. In the context of this study, a qualitative approach was used to explore user experience and perceptions of the e-service quality provided by the MyTelkomsel application. Juhria (2021) explains that e-service quality is the ability of a digital-based service system to provide optimal performance and meet user needs during the online interaction process [11].

2.2. Research Location and Time

This research was conducted in Medan City, with the research subjects being MyTelkomsel app users residing in the area. The location was chosen because Medan City is one of the major cities with a high level of digital service and mobile app usage.

2.3. Data Source

The data sources used are divided into:

1. Primary Data

Primary data is obtained directly from informants through interviews and observations. This data reflects the real experiences, perceptions, and assessments of users regarding service quality and satisfaction in using the MyTelkomsel application [12].

2. Secondary Data

Secondary data is obtained from various supporting sources, such as documentation, scientific journals, articles, reports, and other literature relevant to the topics of user experience, electronic service quality, and mobile application user satisfaction [13].

2.4. Techniques For Selecting Informants

Informants were selected using purposive sampling, which is based on specific criteria that are in line with the content of the study. The informants selected were 10 active users of the MyTelkomsel app who varied in age and background. This selection aimed to obtain diverse views on the user experience and service quality of the app.

2.5. Data Collection Techniques

Data collection was carried out using several techniques, namely:

1. Observation

Observation was carried out by directly observing how users interacted with the MyTelkomsel application, particularly in using its main features. This technique was used to understand usage patterns, ease of navigation, and obstacles experienced by users while interacting with the application.

2. Interview

Interviews were conducted directly with informants. This technique aimed to explore users' experiences, perceptions, and satisfaction levels with the quality of service provided by the MyTelkomsel application. Structured interviews allowed researchers to obtain in-depth data while remaining focused.

3. Documentation

Documentation is used as supporting data, in the form of application screenshots, usage notes, and relevant user reviews. Documentation data helps reinforce the results of observations and interviews [1].

2.6. Data Analysis Techniques

Data analysis in this study was conducted using an interactive analysis model that included three main stages, namely:

1. Data Reduction

At this stage, researchers filtered and selected relevant data from interviews, observations, and documentation to focus on user experience, service quality, and user satisfaction.

2. Data Presentation

The reduced data was then presented in the form of narrative descriptions and grouped by theme, making it easier for researchers to identify patterns, trends, and relationships between the concepts studied.

3. Drawing Conclusions

The final stage involved interpreting the data presented to draw conclusions about the influence of user experience and service quality on user satisfaction with the MyTelkomsel application.

2.7. Data Validity

To ensure data validity, this study applied triangulation techniques, including source triangulation and method triangulation. Source triangulation was conducted by comparing information obtained from various sources, while method triangulation was carried out by examining the consistency of data generated through interviews, observations, and documentation. The application of this technique aims to strengthen validity and increase the level of confidence in the research results.

3. Results and Analysis

3.1. Overview of Research Results

This overview presents the results of research obtained through semi-structured interviews, observations, and documentation of active users of the MyTelkomsel application. Data analysis was carried out by identifying each pattern and key point that emerged from user experiences related to user experience, e-service quality, and user satisfaction.

Based on the data reduction and grouping process, three main themes were found that represent users' perceptions of the MyTelkomsel application, namely:

1. Ease and convenience of use,
2. Speed and reliability of service, and
3. Support and customer service.

3.2. Ease and Convenience of Use

The majority of informants stated that the MyTelkomsel application is relatively easy to use and has a fairly clear interface. Easy navigation and structured information presentation help users access various key services. This contributes to a positive user experience. Some of the features that users found most helpful include:

- a) Account Management
Users can monitor their data usage, remaining credit, active period, and current service packages in real time. The information presented is considered clear and easy to understand.
- b) Purchases and Payments
The features for purchasing credit, data packages, and paying bills are considered practical because they are supported by various digital payment methods. Most informants consider the transaction process to be fast and efficient.
- c) Access to Service Information
Users can obtain information related to promotions, transaction history, and service details directly through the application.

To clarify these findings, the results of the grouping of user perceptions can be presented in the following table.

UX Aspects	User Perception
App navigation	Easy to understand and quite intuitive
Interface display	Engaging and informative
Access key features	Quick and easy to reach
Transaction process	Practical and efficient

3.2. Speed and Reliability of Service

The speed and reliability of services are important aspects in the assessment of the quality of electronic services. Most of the informants assessed that the MyTelkomsel application has a relatively fast response time under normal conditions. The process of purchasing packages and checking account information generally runs smoothly.

However, some users reported technical problems, such as delayed application response or difficulty accessing certain services when there was a traffic spike or the server was busy. This condition has the potential to reduce user satisfaction levels if it occurs repeatedly.

Table 2. User Perception of Service Speed and Reliability

Service Indicators	Key Findings
Application response time	Fast under normal conditions
System stability	Sometimes experiencing disruptions when traffic is high
Transaction process	Generally successful without any problems

Feature reliability

Pretty good, but needs improvement

3.4. Customer Support and Service

The customer service support aspect is also a concern for users in using the MyTelkomsel application. Informants appreciated the existence of Veronika's virtual assistant feature, live chat, and real-time notifications that help users get information quickly.

Nonetheless, some users expect an increase in the speed of customer service responses, especially when facing technical issues or transaction issues. Faster responses and more personalized solutions are considered to increase user satisfaction and trust in the service.

Table 3. User Perception of Customer Service Support

Support Aspects	User Perception
Virtual assistant	Help for basic questions
Live chat	Useful, but the response needs to be accelerated
Real-time notifications	Informative and relevant
Complaint handling	Pretty good, but not optimal

3.5 Discussion

The findings of this study show that user experience and quality of electronic services play an important role in shaping the satisfaction of MyTelkomsel application users. Ease of use, speed of service, and customer support are the dominant factors that affect user perception of the application. These results are in line with the concept of E-Service Quality which emphasizes reliability, efficiency, and responsiveness as the main elements in digital services. Additionally, User Experience (UX) aspects such as interface design and ease of navigation have been proven to contribute to creating positive experiences and increasing user satisfaction. User satisfaction is achieved when the application is able to meet functional needs while providing emotional comfort during the usage process.

Compared to previous research that tended to use a quantitative approach, the qualitative method in this study describes more deeply the real experience of users, including their constraints and expectations for MyTelkomsel services.

4.6 Practical Implications

Based on the results and discussion of the research, some of the practical implications that can be considered by the MyTelkomsel application management include:

1. Improved UI/UX design to make it more intuitive and user-friendly.
2. Strengthen real-time-based customer support services with faster response times.
3. Improved system reliability, especially during spikes in user traffic.
4. Optimized notifications and personalization features to improve the user experience.

4. Conclusion

The conclusion of this study shows that user experience and quality of electronic services play an important role in shaping the satisfaction of MyTelkomsel mobile application users. Ease of navigation, clear interface, and easy access to key features provide a comfortable user experience. In addition, the speed of application response, system reliability, and customer service support also affect users' perception of the quality of service received. Through a descriptive qualitative approach, this study successfully revealed that user satisfaction is not only determined by the functional aspects of the application, but also by the quality of interaction and experience felt while using the service, so that continuous improvement in the aspects of user experience and quality of electronic services is an important strategy in maintaining the satisfaction and loyalty of MyTelkomsel users.

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