

## **INFLUENCING FACTORS TELKOMSEL INTERNET PACKAGE PURCHASE DECISION**

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### **Abstract**

*The study aims to determine the factors that influence the decision to purchase Telkomsel internet packages in Langsa. The study used a sample of 96 respondents who were Telkomsel internet package users in Langsa City. The data analysis method uses validity, reliability, classic assumption test, multiple linear regression test, coefficient of determination test ( $R^2$ ) and hypothesis test. The results obtained from three factors namely product quality, price and brand image have a positive and significant effect on the decision to purchase Telkomsel internet packages. The coefficient of determination test results obtained by 0.531 or 53.1 product quality, price and brand image affect the purchase decision of Telkomsel internet packages and the remaining 46.9% is influenced by other variables not examined.*

*Keywords: Product Quality, Price, Brand Image, Purchasing Decision*

### **1. INTRODUCTION**

#### **1.1. Research Background**

Technology continues to progress which contributes to improvements in every line of human life. Technology in the telecommunications sector is related to information. related to information technology that provides convenience for the business, educational and social worlds. The convenience of information technology also provides development and competition for companies providing information technology (internet) services. There are several providers such as Indosat, XL and Telkomsel which provide voice call services, sort message services and internet data package services (email, social media and other internet needs). Every internet service provider company has a strategy for getting consumers. For consumers who will make purchasing decisions, of course, consider various factors. Purchasing decisions are purchasing decisions about which brand to buy (Kotler & Armstrong, 2010). Purchasing decisions are influenced by many factors including product quality, price and brand image (Zaenal, 2017).

Product quality is a factor considered by consumers before making a purchasing decision. The good quality of a product and how

it is not the same as competitors' products will be a consideration before making a purchasing decision. Likewise, prices that are in line with consumer capabilities and supported by good quality will strengthen consumer purchasing decisions. Apart from good product quality, affordable prices, the next concern before making a purchasing decision is the brand. Brands are synonymous with brand image, where a brand already has a good image and arises because of its quality and price. The brand image of a product can also be due to the features of the product that are perceived by each consumer (Nahlia & Hermani, 2016).

There are many companies or internet providers in Indonesia that provide various conveniences to every consumer. One of them is Telkomsel which provides internet services with three cards, namely the Halo, Simpati and As cards. These three cards from Telkomsel have their respective advantages with the same quality internet products because they are under one umbrella, namely Telkomsel. However, the three cards have different internet package prices, such as the halo card with a postpaid (monthly) package, the Simpati and As cards with a prepaid package. The brand image of this product is better because according to user perception it is better than

other products. The advantages of Telkomsel products include signal quality that reaches all areas in districts and cities in Aceh even though the price is more expensive compared to other products (Sulastri, n.d.).

#### 1.2. Research purposes

The research was conducted with the aim of finding out the factors that influence the decision to purchase Telkomsel internet packages in Langsa City.

## 2. LITERATURE REVIEW

### 2.1. MARKETING

(Thamrin & Tantri, 2015) state that marketing is a social process for both individuals and groups to obtain their needs and desires by creating and marketing products or services that have value. Marketing management is the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicating superior customer value (Kotler & Keller, 2009). The purchasing decision is the stage in the buyer's decision-making process where consumers will actually buy. Based on purchasing purposes, consumers can be classified into two groups, namely final consumers (individuals) and organizational consumers (industrial consumers, intermediate consumers, business consumers), (Kotler & Keller, 2009).

There are 5 stages of the decision making process (Kotler & Keller, 2009):

1. Problem recognition, problem recognition can be triggered by internal or external stimuli. Internal stimulation, namely one of a person's general needs such as hunger, thirst, sex, reaches a certain threshold and becomes a driving force. External stimulation is the stimulus of wanting to buy from other people and advertising.
2. Information search, consumers whose needs are aroused will be encouraged to search for product information including product quality, product price, product image and where to buy the product.
3. Evaluation of alternatives, some basic concepts will help us understand the consumer evaluation process. First, consumers try to fulfill needs. Second, consumers are looking for

specific benefits from product solutions. Third, consumers view each product as a collection of attributes with different abilities to provide benefits that are used to satisfy those needs. For example: buying a camera, evaluating image sharpness, camera speed, camera size and price.

4. Purchasing decisions, in the evaluation stage, consumers form preferences for the brands in the choice set. Consumers can also form intentions to purchase the most preferred brands. In carrying out purchasing intentions, consumers can make five sub-decisions: brand, dealer, quantity, time and payment method.

5. Post-purchase behavior, after purchase, consumers may experience dissonance due to noticing certain annoying features or hearing favorable things about other brands, and will always be alert to information that supports their decisions.

It is very important for marketers to study and understand factors that can influence consumer buying behavior towards a product, namely, (Hasan, 2008):

1. Products
2. Price
3. Place
4. Promotion

### 2.2. PRODUCT QUALITY

Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Kotler & Armstrong, 2010). Another opinion stated that the understanding of quality was then expanded to "fitness for use" and "conformance to requirements". Quality reflects all dimensions of a product offering that generate benefits for customers. The term value is often used to refer to the relative quality of a product in relation to the price of the product in question. The impact of quality on market share usually depends on the definition of quality (Tjiptono, 2008).

Indicators of product quality include, (Tjiptono, 2008):

1. Performance, the main operating characteristics of the core product purchased.
2. Appearance (feature), namely secondary or complementary characteristics.

3. Reliability, namely the small possibility that it will be damaged or fail to use.
4. Confirmation, namely the extent to which the design and operating characteristics meet previously established standards.
5. Durability, related to how long the product can continue to be used.
6. Serviceability, including speed, competence, comfort, easy repair, and satisfactory complaint handling.
7. Aesthetics, namely the product's appeal to the five senses, for example artistic design, color, and so on.
8. Perceived quality, namely the image and reputation of the product and the company's responsibility towards it.

### 2.3. PRICE

Price is the amount of money (plus several products if possible) needed to get a combination of products and services (Suharno & Sutarso, 2010). Another opinion states that price perception is related to how price information is fully understood by consumers and provides deep meaning for them (Tjiptono, 2008). To measure prices using indicators, including:

1. Customers' ability to buy (purchasing power)
2. Price matches quality
3. Competitive product prices
4. Prices that match the benefits the product provides to customers
5. Prices of products vary
6. Providing discounts
7. Prices in line with customer expectations
8. Prices according to image and image

### 2.4. BRAND IMAGE

A brand is a name, term, sign, symbol or design, or a combination of these, which is deliberately created to identify the goods or services of one seller or group of sellers, and to differentiate them from those of its competitors. Every product sold on the market has an image unique in the eyes of consumers which is deliberately created by marketers to differentiate it from competitors. Image is the way people perceive (think about) a company or its products (Kotler & Keller, 2009). Brand image is a series of tangible and intangible

characteristics, such as ideas, beliefs, values, interests and features that make it unique (Hasan, 2008). Brand image has four components, namely, (Sumarwan, 2015):

1. The product's image (product image)
2. The image of the company that makes the product (image of the company that makes the product)
3. The typical brand user's image (product user image)
4. The images about the brand usage (image of brand usage)

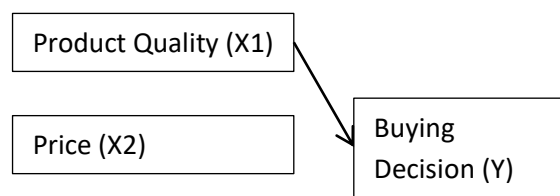
Brand image indicators, namely:

1. Advantages of brand association. One of the factors that forms a brand image is product superiority, where the product is superior to the competition.
2. Strength of brand association. Every worthwhile brand has a soul, a special personality. It is a fundamental obligation for brand owners to be able to express and socialize this soul/personality in an advertisement or other form of promotional and marketing activities. This is what will continue to be the link between the product/brand and consumers. In this way, the brand will quickly become known and will remain maintained amidst increasing competition. Building the popularity of a brand to become a well-known brand is not easy. However, popularity is one of the keys that can shape consumer brand image.
3. Uniqueness of brand associations. These are the unique features of this product

### 2.5. Conceptual framework

The factors that influence consumers in making decisions to purchase internet cards in this research consist of product quality, price and brand image. The product quality discussed is the quality of the internet products offered by Telkomsel to its consumers. Then the price is the value of money handed over by consumers to Telkomsel for the services they will enjoy or have already enjoyed.

Meanwhile, brand image is the perceived value of consumers regarding Telkomsel internet products.



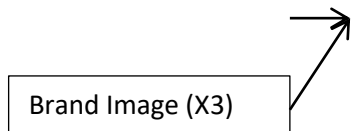


Figure 1 Factors that Influence the Decision to Purchase Telkomsel Internet Packages in Langsa

**METHOD**

The research was conducted in Langsa City, Aceh. The types of data used in this research consist of:

1. Primary data is data that directly provides data to data collectors, (Sugiyono, 2011), primary data is in the form of respondents' responses regarding questionnaires.
2. Secondary data is data that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2011). Secondary data in this research is to complement primary data obtained from journals, articles, literature books related to research.

**Data Collection Techniques**

1. Observation is a data collection technique that has specific characteristics when compared to other techniques, namely interviews and questionnaires, because observation is not always with human objects but also with other natural objects (Sugiyono, 2011). Observations in this research were carried out directly on consumers of Telkomsel internet products.
  2. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that need to be researched and also if the researcher wants to know things from respondents in more depth and the number of respondents is small or small (Sugiyono, 2011). Interviews in this research were conducted by communicating directly with consumers of Telkomsel internet products in Langsa City.
  3. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2011).
- The population in the research is an unlimited number of Telkomsel internet package consumers in Langsa City. Then to determine the sample using purposive sampling technique and the number of samples used was 96 respondents.

The data analysis method uses multiple linear regression equations:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

- Y = Buying Decision
- a = Regression Constant
- b<sub>1</sub> = Variable Regression Coefficient (Quality)
- b<sub>2</sub> = Variable Regression Coefficient (Price)
- b<sub>3</sub> = Variable Regression Coefficient (Brand Image)
- X<sub>1</sub> = Quality
- X<sub>2</sub> = Price
- X<sub>3</sub> = brand Image

**4. RESULTS AND DISCUSSION**

The results of the validity and reliability tests can be seen in the following table:

Table 1 output of validity and reliability tests

Variable	Corrected item-total correlation	Note	Cronbach's Alpha	Note
Quality			0,802	Reliable
P1				
P2	0,790	Valid		
P3	0,911	Valid		
P4	0,891	Valid		
P5	0,817	Valid		
P6	0,911	Valid		
	0,609	Valid		
Price			0,740	Reliable
P7	0,732	Valid		
P8	0,522	Valid		
P9	0,600	Valid		
P10	0,840	Valid		
P11	0,521	Valid		
P12	0,590	Valid		
Brand Image			0,885	Reliable
P13	0,940	Valid		
P14	0,811	Valid		
P15	0,661	Valid		
P16	0,680	Valid		
P17	0,630	Valid		
P18	0,910	Valid		
Buying Decision			0,852	Reliable
P19	0,702	Valid		
P20	0,632	Valid		
P21	0,601	Valid		

P22	0,626	Valid		
P23	0,755	Valid		
P24	0,910	Valid		

Source: Data Analysis, 2019

Based on table 1, the validity test results of 24 statements consist of 6 statements regarding product quality, 6 statements regarding price, 6 statements regarding brand image and 6 statements regarding purchasing decisions. The results show the corrected item-total correlation value > 0.30, and it can be stated that all statements are valid. The results of the reliability test on the four variables have an overall Cronbach's alpha value > 0.60 and it can be stated that the product quality, price, brand and purchasing decision variables are reliable.

**Responden Characteristic**

No	Variable	Category	F	%
1	Gender	Male	39	40,6
		Female	57	59,4
2	Age	20-30 years	18	18,8
		31-40 years	52	54,2
		> 40 years	26	27,1
3	Education	High School	47	49,0
		College	21	21,9
		University	28	29,1
4	Pekerjaan	Government	21	21,9
		Private	34	35,4
		Entrepreneur	41	42,7

Data Analysis, 2019

**Classic Assumption Test Results**

The classic assumption test consists of:

1. Normality test

The normality test can be seen in the following image:

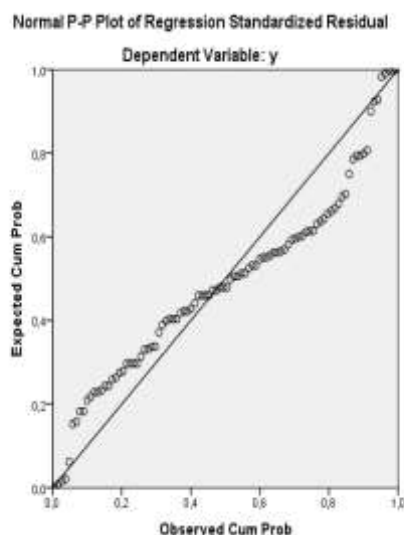


Figure 2 Normality Test, processed 2019

The results of the normality test based on Figure 2 show that the points are spread around the diagonal line so that it can be stated that the normality assumption is met.

1. Heteroscedasticity test

The heteroscedasticity test can be seen in the following picture:

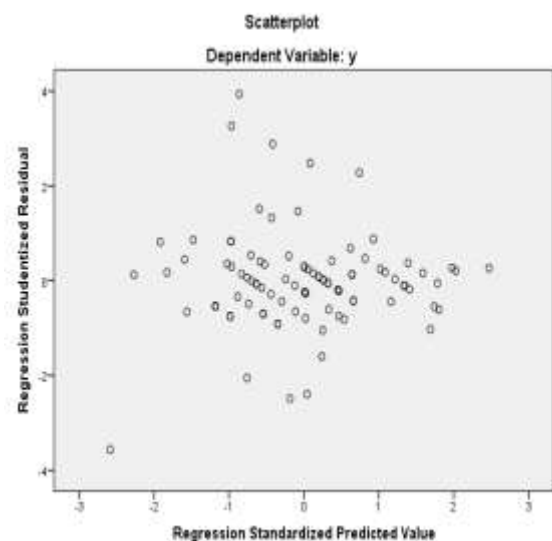


Figure 3 Heteroscedasticity test, processed 2019

The results of the heteroscedasticity test based on Figure 3 show that the spread points are between point 0 and this shows that the model does not have heteroscedasticity.

1. Multicollinearity test

The multicollinearity test can be seen in the following table.

Table 2 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
Kualitas produk	,675	1,482
Harga	,675	1,482
Citra merek	,675	1,482

Data Analysis, 2019

Table 2 shows that the tolerance value is > 0.10 and the VIF value is < 10.0 and it can be stated that there is no multicollinearity.

**Multiple Linear Regression Test Results**

**Table 3 Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(C)	2,256	2,156		1,047	,298
1 x1	,401	,091	,377	4,402	,000
x2	,233	,072	,247	3,219	,002
x3	,275	,076	,310	3,626	,000

a. Dependent Variable: y

Data Analysis, 2019

Table 3 Equation:

$Y = 2,256 + 0,401X_1 + 0,233X_2 + 0,275X_3$ , can be explained:

1. The constant shows that the decision to purchase a Telkomsel internet card is 2.256 when the product quality, price and brand image variables are constant.
2. The product quality regression coefficient is 0.401, menu, shows that product quality has a positive and unidirectional effect, if product quality is increased by 1 unit it will increase the decision to purchase Telkomsel internet packages in Langsa by 0.401 units.
3. The price regression coefficient is 0.233, indicating that price has a positive and unidirectional effect, if the price is increased by 1 unit it will increase the decision to purchase Telkomsel internet packages in Langsa by 0.233 units. An increase of 1 unit in price is an increase in the perception of price.
4. The brand image regression coefficient is 0.275, indicating that brand image has a positive and unidirectional effect, if brand image is increased by 1 unit it will increase the decision to purchase Telkomsel internet packages in Langsa by 0.275 units.

The coefficient of determination test results (R<sup>2</sup>) were obtained at 0.531 or 53.1%, product quality, price and brand image influenced the decision to purchase Telkomsel internet packages in Langsa and 46.9% was influenced by other variables not included in the research estimates.

For the results of the product quality t test, the t sig value < α5% (0.000<0.05), the price variable t sig value < α5% (0.002<0.05) and the brand image variable t sig value < α5% (0.000<0.05). .05), it can be partially stated that product quality, price and brand image have a significant influence on the decision to purchase Telkomsel internet packages in Langsa. The results of the F test obtained F sig < α5% (0.000 <0.05). Ha is accepted, it can be stated that simultaneously product quality, price and brand image have a significant influence on the decision to purchase Telkomsel internet packages in Langsa. The research results show that product quality has a positive and significant influence on the decision to purchase a Telkomsel internet package in Langsa City, because the network quality is good with many Base Transceiver Stations (BTS) which act as signal boosters available to the villages. Product quality can also be seen from the ease of obtaining the product and the ease of using it. This has a positive effect on purchasing decisions made by consumers. Then, based on the price for the Telkomsel internet package, some people think it is expensive, but according to what is obtained, it is the product that is currently preferred. Apart from that, there are also those who state that Telkomsel internet packages are cheap. This is because there are consumers who get internet packages at special prices for certain card numbers. Along with the responses from research respondents who stated that Telkomsel's internet packages had good quality, affordable prices, creating a brand image for Telkomsel. So the brand image in this research also has a positive and significant influence on purchasing decisions.

**CONCLUSION**

The research results can be concluded:

The results of tests using SPSS show that product quality has a positive and significant effect on purchasing decisions for Telkomsel internet packages in Langsa. Then the price variable has a positive and significant effect on the decision to purchase Telkomsel internet packages in Langsa, and the brand image variable has a positive and significant effect on the decision to purchase Telkomsel internet packages in Langsa. The results of the determination efficiency test (R<sup>2</sup>) were

obtained at 0.531 or 53.1%, product quality, price and brand image influenced the decision to purchase Telkomsel internet packages in Langsa and 46.9% was influenced by other variables not included in the research estimates.

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