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## Factors influencing purchasing decision on Telkomsel providers in Solo Raya

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### ABSTRACT

The article explored the influence of product quality, brand image, and Word of Mouth on purchasing decisions for Telkomsel provider cards in Solo Raya, Indonesia. Drawing upon literature reviews and quantitative methods, the study analyzed data from 105 respondents using validity, reliability, normality, multicollinearity, heteroscedasticity tests, as well as multiple linear regression and t-tests. Findings indicated that while product quality positively impacted purchasing decisions, it was not statistically significant. Conversely, brand image and Word of Mouth significantly influenced consumer choices. The study concluded by recommending strategies for Telkomsel to enhance product quality, maintain brand integrity, and leverage positive Word of Mouth marketing to improve sales. Future research was suggested to expand the sample size and include additional variables for a comprehensive understanding of consumer behavior in Telkomsel card purchases.

**Keywords:** Purchase decision, quality products, image brand, Word of Mouth (WoM)

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### INTRODUCTION

Technological advancements have accelerated rapidly, particularly in the realm of digital technology, significantly impacting telecommunications (Omol, 2023). According to Greenhow and Lewin (2015), the Internet has emerged as a pivotal communication tool, facilitating seamless long-distance communication. Serving as a global network, the internet interconnects computer networks worldwide, revolutionizing the way information is accessed and shared. This evolution in internet technology has brought numerous benefits, enhanced daily activities, and simplified the exchange of information (Lampropoulos et al., 2019).

The internet relies on operator networks to facilitate global connectivity. As stated in APJIII (2023), in Indonesia, the adoption of Internet technology has witnessed a significant rise, with the Association of Internet Service Providers in Indonesia (APJII) projecting that the country's internet-connected population will reach 215.63 million by 2022-2023. This marks a 2.67% increase from the previous year, reaching a total of 210.026 million users. Internet technology in Indonesia is primarily accessed through cellular data network packages provided by mobile operators, allowing users to connect to the Internet directly via their cell phones, utilizing data quotas provided by their service providers (Daryanti and Simanjuntak, 2016).

As digital and internet technologies continue to evolve, the Indonesian government is actively supporting and expanding access to digital technology in the field of education, embracing both conventional and online

learning methods, including E-learning (Valentina, 2023). This technological advancement has also influenced commerce, with platforms like TikTok, Shopee, and social media giant Instagram playing pivotal roles in shaping the landscape of global commerce through innovative methods such as live-streaming shopping (Cai and Wohn, 2019).

Indonesia boasts several internet providers offering communication services, with Telkomsel, XL, and Indosat Ooredoo being the most prominent. Competition among these three providers is fierce, as they continuously strive to innovate and offer enticing products to attract and satisfy consumers (Indonesia Investment Report, 2024). According to survey results conducted by the Association of Internet Service Providers in Indonesia (APJII) as cited in Dihni (2022), Telkomsel emerges as the leading provider, capturing the highest market share at 41.94%. XL follows closely behind with 20.44% usage, while Indosat Ooredoo secures third place with 17.78%.

Telkomsel, as the leading provider, must implement a robust marketing strategy to further develop its business (Darmawan and Perdana, 2017). Marketing plays a crucial role in understanding and meeting the evolving needs of society. According to a survey conducted by Islamiati & Jalari (2021), many consumers opt for Telkomsel due to its perceived advantages and benefits. Consumers are inclined to choose products that offer tangible benefits, and they often prioritize perceived superiority over alternatives (Li, et al., 2021). Therefore, Telkomsel's marketing strategy should focus on highlighting its unique advantages and benefits to attract and retain customers in a competitive market landscape.

Telkomsel offers consumers numerous advantages and benefits, primarily through its commitment to product quality and providing the best signal speed in Indonesia (Arthawati, 2022). This commitment is substantiated by research conducted by Khatri (2021), which showcases impressive download speeds of 22 Mbps, upload speeds of 9.5 Mbps, and high-quality streaming capabilities of 720p and above. Product quality is a significant factor influencing purchasing decisions, as highlighted in research conducted by Silvia (2022), which emphasizes the positive impact of product quality on consumer behavior. However, contrasting findings from Pahesti and Rahmawan's research (2022) suggest that product quality may not always have a significant influence on purchasing decisions. To reconcile these divergent perspectives, further research is needed to comprehensively evaluate the influence of product quality on consumer purchasing behavior.

In addition to product quality, a company also relies on establishing a strong brand image to leave a lasting impression on consumers and still confidence in their products (Cuong, 2021). Telkomsel has maintained a positive brand image since 2018, consistently delivering high-quality products that satisfy consumer needs (Sartika and Rachmat, 2023). Notably, Telkomsel's recent initiative, the Telkomsel Award 2023, and collaborations with top Indonesian artists further reinforce its positive brand image (Telkomsel.com, 2023). Telkomsel's advantages extend to being top-of-mind for consumers, facilitated by Word of Mouth satisfaction and positive reviews shared on platforms like the Play Store and the MyTelkomsel application. Given this background, it becomes evident that product quality, brand image, and Word of Mouth play crucial roles in influencing purchasing decisions.

This study aims to assess the influence of product quality, brand image, and Word of Mouth on purchasing decisions, under the research title "Factors Influencing Purchasing Decisions on Telkomsel Providers in Solo Raya." Respondents included current and former users of Telkomsel provider cards in Solo Raya. The choice of Solo Raya as the research location stemmed from a survey conducted by nPerf.com (2023) on December 14, 2023, which indicated a substantial number of Telkomsel card users in Surakarta, totaling 661,398. This figure surpassed users of other providers, such as IM3 with 516,965 users, and XL with 207,269 users.

## LITERATURE REVIEWS

### Decision Definition Purchases (Y)

According to Tjiptono as cited in Rafli & Sujana (2022), the decision to make a purchase is a multifaceted process that involves several stages, including recognition, information search, product evaluation, and ultimately, the decision-making process. Furthermore, purchasing decisions can be viewed as the behavior exhibited by consumers, whether as individuals, groups, or organizations, in selecting, purchasing, and utilizing products or brands that meet their expectations and needs, as stated by Kotler and Armstrong (2012). It outlines indicators of purchase satisfaction, including consumers' internal objectives in making purchase decisions, the information processing involved in brand selection, the decision-making process itself regarding a particular product, offering recommendations or guidance to others about the product, and the actual purchase decision made by consumers.

### Quality Relationships Product (X1) on Purchasing Decisions (Y)

As per Syahfitri in Septiani & Prambudi (2021), a product is a tangible entity that fulfills consumer needs and is marketed with specific attributes such as price, name, and color tailored to meet consumer demands. Product quality, as defined by Getrysia and Djatikusuma in Budianti and Anjarwati (2017), refers to a product's ability to deliver results or performance that meet or exceed consumer expectations, with indicators including performance, durability, conformance to specifications, and reliability.

Building upon prior research, Rafli and Sujana (2022) concluded that product quality significantly influences purchasing decisions, a finding supported by Lelet et al., (2022) research. Therefore, it is hypothesized that:

H1: The hypothesis posits that the product quality variable (X1) positively and significantly influences purchasing decisions (Y) for Telkomsel card providers.

### Image Relationship Brand (X2) on Purchasing Decisions (Y)

According to Kotler and Keller, as cited in Tanady & Fuad (2020), brand image encompasses the name, terms, symbols, or combinations thereof that serve to distinguish goods or services from those of competitors, thereby differentiating a business's products. Brand image can also be understood as a reflection of the perceptions and emotions that both consumers and businesses hold about the organization and its offerings, as suggested by Clow and Baack (2012). Keller (1993) outlines indicators of brand image, including the strength, favorability, and uniqueness associated with a brand.

Building upon prior research, Winata (2020) found that brand image significantly and positively influences purchasing decisions, a conclusion echoed by Simatupang et al., (2021) and supported by Silvia (2022), which also indicated a positive and significant impact of brand image on purchasing decisions.

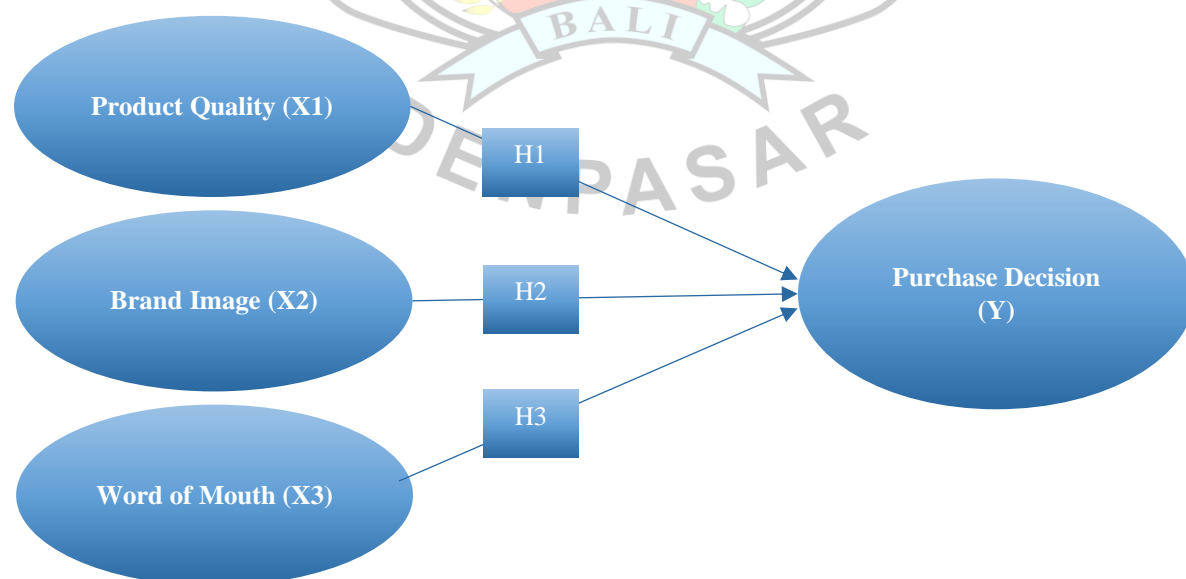
H2: It is alleged that the influence of the brand image variable (X2) on purchasing decisions (Y) for Telkomsel card providers is positive and significant.

### Word Relationships of Mouth (WoM) against Purchase Decision (Y)

Word of Mouth is an effective marketing strategy to minimize advertising costs as well as sales in doing business. Through Word of Mouth, people can influence others to make decisions based on their opinions and thoughts, as expressed by Priansa in Rafli & Sujana (2022). Word of Mouth is also explained by Kotler and Keller as the most common way to convey information or ideas about goods or services, with the sole purpose of providing information to everyone. Word of Mouth indicators, according to Priansa, include recommendations obtained from others, products recommended to others, and encouragement from others to purchase a product. The results of research conducted by Rafli & Sujana (2022) state that Word of Mouth has a positive and significant influence on purchasing decisions, as well as research results from Pahesti & Rahmawan (2022), state that Word of Mouth is significantly influential in purchase decisions.

H3: It is alleged that the influence of the Word of Mouth variable (X3) on purchasing decisions (Y) for Telkomsel card providers is positive and significant.

### Conceptual Framework



**FIGURE 1. Conceptual Framework**

Source: Data Primary (2023)

## METHODS

The method used in this study is quantitative, which involves gathering primary data through the distribution of questionnaires to respondents. This approach allows for systematic testing to understand the relationship between independent variables (quality product, brand image, and Word of Mouth) and the dependent variable (buying decision) using statistical analysis. The study draws upon various sources, including journal articles and reputable websites, to inform its writing and methodology. The target population consists of users of Telkomsel provider cards in Solo Raya, with the number of respondents determined using the Hair formula. With 15 indicators in the questionnaire variables, the sample size is calculated to be 105 respondents. The sampling method employed is non-probability sampling with random sampling.

## RESULTS AND DISCUSSION

### Results

#### Characteristics Respondent

This research involved 105 respondents who used Telkomsel card providers and those who had used Telkomsel card providers in Solo Raya. Based on the respondents' domiciles, there were 47 people from Surakarta, 33 from Sukoharjo, 8 from Karanganyar, 10 from Boyolali, 3 from Wonogiri, 3 from Klaten, and 1 from Sragen. A total of 105 respondents participated in answering the questionnaire for the study. Based on the processed data, the influence of product quality variables (X1), brand image (X2), and Word of Mouth (X3) on purchasing decisions (Y) was analyzed. The following are the results of the data analysis:

#### Validity Test

The data validity tests assess whether the questionnaire items effectively measure the intended variables. Based on the results presented in Table 1, it can be concluded that the questionnaire items for the variables of product quality, brand image, Word of Mouth, and purchasing decision have achieved significant r-values compared to the r-table. This suggests that the questionnaire items are valid measures for the study's variables, as the obtained r-values surpass the threshold for validity. Therefore, it can be assumed that the questionnaire used in the study has been validated based on the data analysis results.

**TABLE 1. Validity Test Result**

Variable	Question	r table	r count	Remark
Product Quality (X1)	I easily get network Telkomsel	0.1918	0.813	Valid
	I am satisfied with the power stand quality network product Telkomsel	0.1918	0.900	Valid
	Specification Telkomsel which is given to consumers by the product	0.1918	0.870	Valid
	Feature Telkomsel has interesting additions	0.1918	0.776	Valid
Brand Image (X2)	Product Telkomsel is known by various circle	0.1918	0.772	Valid
	Consumers more interested buy products Telkomsel	0.1918	0.718	Valid
	Telkomsel's characteristics typically separately	0.1918	0.841	Valid
Word of Mouth (WoM) (X3)	I tell satisfaction after using the product Telkomsel	0.1918	0.898	Valid
	I am satisfied using Telkomsel and recommend it to a person other	0.1918	0.892	Valid
	I inform promo Telkomsel to people other	0.1918	0.868	Valid
Purchase Decision (Y)	I bought Telkomsel because of needs which I want	0.1918	0.788	Valid
	I am interested buy Telkomsel because information provided by people closest to you, relatives, or friends	0.1918	0.840	Valid
	I bought Telkomsel because quality which I want	0.1918	0.861	Valid
	I bought Telkomsel because get recommendations from a person other	0.1918	0.800	Valid
	I already certainly make decisions which appropriate for buying a card Telkomsel	0.1918	0.837	Valid

#### Reliability Test

Reliability testing assesses the consistency of respondents' answers to the research questionnaire. Data is considered reliable if Cronbach's Alpha exceeds 0.60. According to Table 2, the data results for each variable X and Y exhibit Cronbach's Alpha values greater than 0.60. Therefore, it can be assumed that the data for each variable is reliable, as Cronbach's Alpha indicates a satisfactory level of internal consistency.

**TABLE 2. Reliability Test Result**

Variable	Cronbach's Alpha	Note
Product Quality (X1)	0.862	Reliable
Brand Image (X2)	0.663	Reliable
Word of Mouth (WOM) (X3)	0.860	Reliable
Purchase Decision (Y)	0.880	Reliable

**Normality Test**

The normality test is employed to ascertain whether the research data follows a normal distribution or not. The test utilizes the Monte Carlo method to systematically generate random value samples. The data obtained from the Monte Carlo method is 0.163, suggesting that the data is normally distributed as it exceeds 0.05. Therefore, it can be assumed that the research data follows a normal distribution.

**TABLE 3. Normality Test Result**

	Unstandardized Residual
Normal Parameters. Mean	0.0000000
Std Deviation	1.90609165
Monte Carlo Sig.(2-tailed)	0.163

**Multicollinearity Test**

The Multicollinearity test criteria are met when the data results exhibit a tolerance value greater than 0.10 and a VIF (Variance Inflation Factor) value less than 10. Upon examining Table 4, it can be inferred that the tolerance value for variable X exceeds 0.10, and the VIF value for the variable suggests the absence of multicollinearity. Therefore, it can be concluded that multicollinearity is not present in the data.

**TABLE 4. Multicollinearity Test Result**

Variable	Collinearity Statistics	
	Tolerance	VIF
X1	0.376	2.661
X2	0.372	2.691
X3	0.733	1.365

**Heteroscedasticity Test**

Based on the results shown in Table 5, the p-values for variables X1, X2, and X3 are 0.357, 0.268, and 0.702, respectively, all of which are greater than 0.05. Therefore, it can be inferred that there is no evidence of heteroscedasticity in the study, based on the regression linear multiple tests.

**TABLE 5. Heteroscedasticity Test (Glacier) Result**

Variable	Sig	Note
X1	0.357	No happen Heteroscedasticity
X2	0.268	No happen Heteroscedasticity
X3	0.702	No happen Heteroscedasticity

**Multiple Linear Regression Test**

Based on the results of the data processing using Multiple Linear Regression Analysis, the constant value is 5.410. The coefficients for the product quality variable, brand image, and Word of Mouth are 0.000, 0.410, and 0.846, respectively. These results were obtained using the Multiple Linear Regression formula.

$$Y = 5,410 + 0,000 + 0.410 + 0.846$$

**TABLE 6. Multiple Linear Regression Test Result**

Variable	Unstandardized Coefficients		Unstandardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	5.410	1.482		3.651	0.000
X1	0.000	0.120	0.000	0.001	0.999
X2	0.410	0.179	0.225	2.291	0.024
X3	0.846	0.089	0.663	9.458	0.000

Interpretation of the results of the Multiple Linear Regression Test for each variable:

- The constant value in Table 6 indicates that the value of the product quality variable (X1), brand image (X2), and Word of Mouth (X3) is 5.410. If the constant value is equal to 0, then the variable for purchasing decisions (Y) will have a positive value of 5.410.
- The Multiple Linear Regression Coefficient for the product quality variable (X1) shows a coefficient of 0.000, indicating a positive effect on the perceived service quality of Telkomsel products. This suggests that a one-unit increase in product quality can potentially lead to a 0.000 unit increase in purchasing decisions (Y) for Telkomsel cards.
- The Multiple Linear Regression Coefficient for the brand image variable (X2) is 0.410, indicating a positive effect of a strong brand image from Telkomsel on purchasing decisions (Y). This implies that a one-unit increase in brand image can result in a 0.410 unit increase in purchasing decisions for Telkomsel cards.
- The Multiple Linear Regression Coefficients for the Word of Mouth variable (X3) is 0.846, suggesting a positive impact of favorable Word of Mouth on Telkomsel. This indicates that a one-unit increase in positive Word of Mouth can lead to a 0.846 unit increase in purchasing decisions for Telkomsel cards.

### T-test

Results from the t-test with a critical value of t at the 0.05 significance level ( $t$ -table,  $df = 103$ ) = 1.983, and the data processing results are as follows:

- Hypothesis 1: The product quality variable (X1) has a calculated t-value of 0.001, which is less than the critical t-value of 1.983. Additionally, the significance value of 0.999 is greater than 0.05. Therefore, it can be concluded that the product quality variable has an insignificant influence on purchasing decisions for Telkomsel cards. Hence, H1 is rejected.
- Hypothesis 2: The brand image variable (X2) has a calculated t-value of 2,291, which is greater than the critical t-value of 1.983. Furthermore, the significance value of 0.024 is smaller than 0.05. Thus, it can be inferred that the brand image variable significantly influences purchasing decisions for Telkomsel cards. Therefore, H2 is accepted.
- Hypothesis 3: The Word of Mouth variable (X3) has a calculated t-value of 0.000, which is smaller than 0.05. Based on the results of the data processing, it can be assumed that the Word of Mouth variable has a significant influence on purchasing decisions for Telkomsel cards. Hence, H3 is accepted.

**TABLE 7. t-Test Result**

Variable	Sig.	Significant Level	t	Remark
Product Quality (X1)	0.999	0.05	0.001	H1 rejected
Brand Image (X2)	0.024	0.05	2,291	H2 accepted
Word of Mouth (X3)	0,000	0.05	9,458	H3 accepted

### Coefficient Determination Test ( $R^2$ )

Based on the results of the data processing as shown in Table 8, the Adjusted R Square value is 0.626, which equals 62.6%. This indicates that approximately 62.6% of the variation in purchasing decisions (Y) for Telkomsel cards can be explained by the variables of product quality (X1), brand image (X2), and Word of Mouth (X3). The remaining 37.4% of the variation may be influenced by other variables that were not investigated in this study.

**TABLE 8.  $R^2$  Test Result**

Variable	R Square	Adjusted R Square
(Constant): Tot X1, Tot X2, Tot X3	0.637	0.626
Variable Bound Tot Y		

## Discussion

### The Influence of Product Quality (X1) on Purchasing Decisions (Y) for Telkomsel Card Providers

The results of data processing on the product quality variable (X1) indicate that its influence is positive but not significant on purchasing decisions (Y) for Telkomsel provider cards in Solo Raya. This research rejects Hypothesis (H1), suggesting that while product quality is crucial in purchasing decisions if a product's quality does not meet consumer expectations, it may lead to reduced purchase intent. These findings align with research by Pahesti & Rahmawan (2022), which also found a positive but insignificant influence of product quality on purchasing decisions for folding bikes in Solo Raya.

### **The Influence of Image Brand (X2) on Purchasing Decisions (Y) for Telkomsel Card Providers**

The positive brand image associated with Telkomsel enhances consumer confidence and positively influences their purchasing decisions. By maintaining a strong reputation, Telkomsel can continue to attract consumers and drive sales. The results of the data analysis confirm that the brand image significantly impacts purchasing decisions for Telkomsel products in Solo Raya. This finding aligns with previous research, such as the study conducted by Winata (2020), which also concluded that brand image significantly influences purchasing decisions.

### **The Influence of Word of Mouth (X3) on Purchasing Decisions (Y) for Telkomsel Card Providers**

The Word of Mouth variable represents the positive recommendations and reviews shared by individuals, which can significantly influence purchasing decisions. Favorable reviews of Telkomsel's products can lead to increased purchases. The results of the data analysis confirm that the Word of Mouth variable (X3) has a positive and significant impact on purchasing decisions for Telkomsel provider cards in Solo Raya. This finding is consistent with previous research, such as the study conducted by Rafli and Sujana (2022), which also concluded that Word of Mouth significantly affects purchasing decisions.

## **CONCLUSIONS AND SUGGESTION**

### **Conclusions**

In conclusion, this study sheds light on the intricacies of purchasing decisions for Telkomsel provider cards in Solo Raya, Indonesia. While product quality was acknowledged as significant, its influence on purchasing decisions was positive yet not statistically significant, suggesting other factors may play a more substantial role. The brand image emerged as a potent driver, with a positive reputation significantly impacting consumer choices, emphasizing the importance of maintaining brand integrity. Additionally, Word of Mouth proved influential, as favorable recommendations and reviews significantly influenced purchasing decisions, highlighting the power of consumer advocacy. Overall, this research underscores the multifaceted nature of consumer behavior and the necessity for telecommunications businesses like Telkomsel to prioritize customer satisfaction and engagement to thrive in a competitive market landscape.

### **Suggestion**

Several suggestions can be considered to improve sales of Telkomsel cards. Firstly, Telkomsel can focus on further enhancing the quality of its products, such as ensuring stable signals and making them more affordable, especially in areas that are difficult for consumers to reach. Improving product quality will positively influence the public's decision to purchase Telkomsel cards. Secondly, maintaining a good brand image is crucial. Telkomsel should continue to uphold its positive reputation, which will create a favorable impression in the minds of consumers and encourage them to choose Telkomsel over competitors. Lastly, leveraging positive Word of Mouth marketing can significantly boost sales. Encouraging satisfied customers to share their experiences with others can effectively increase the sales of Telkomsel cards.

For future researchers, it is recommended to expand the sample size and widen the scope of the sampling process. Additionally, including other variables that have not been investigated yet can provide a more comprehensive understanding of the factors influencing Telkomsel card sales. This will offer valuable insights for researchers to anticipate future trends and developments in Telkomsel card research.

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