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The Effect of Product Quality, Price and Promotion on the Purchase Decision of Indihome Services Pt. Telkom Indonesia (Study on Indihome Consumers in Semarang City Area)

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Abstract

The background of this research is based on the decrease in the number of Indihome service users in 2021 in the city of Semarang and the differences in the results of previous studies. This study aims to analyze the effect of product quality, price and promotion on purchasing decisions of Indihome PT. Telkom Indonesia Semarang City Area.

The data used is primary data, with data collection techniques through questionnaires. The population used is all customers who buy IndiHome services in 2021 in Semarang City, with a total research sample of 100 respondents, with a sampling technique using simple random sampling. The data analysis technique used multiple linear regression analysis

The results obtained that partially product quality has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. Price has a positive and significant effect on purchasing decisions with a significance value of $0.00 < 0.05$, and promotion has a positive and significant effect on purchasing decisions with a significance value of $0.002 < 0.000$. The results simultaneously obtained that product quality, price, and promotion together have a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. The results of the coefficient of determination obtained a value of 0.744, meaning that product quality, price, and promotion can explain variations in purchasing decisions of 74.4%.

Keywords: Product Quality, Price, Promotion, and Purchase Decision

Introduction

Every internet service provider company must provide services that are in accordance with the needs and desires of its consumers. This is because each consumer has a different mindset and attitude towards buying behavior, so they also have different needs and desires for internet services. The existence of different mindsets, attitudes, needs and desires can lead to unique buying behavior. Therefore, every internet service provider company that wants its products to be better known and attract consumer interest, must be able to know and understand consumer behavior.

Tjiptono (2015) defines consumer purchasing decisions as individual actions that are directly or indirectly involved in the effort to obtain and use a product or service that is needed. There are several factors that can influence purchasing decisions, including product quality, price, and promotion (Nurantoro and Noersanti, 2020).

Kotler and Keller (2016) state that product quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy and meet the needs of its consumers. Product quality is closely related to purchasing decisions, where product quality is one of the factors considered by consumers in making product purchasing decisions. (Purwati, Setiawan, and Rohmawati, 2012).

Alma (2018) consumers in making purchases not only pay attention to product quality, but also the price factor of the products offered. According to Kaplale (2014) the cost of the product will determine the price set. If the price set by the company is right and in accordance with the purchasing power of consumers, then consumers will choose or determine the product to be purchased.

Kotler and Armstrong (2016) states that when buying a product or service, in addition to product quality and price, there are promotional factors that can also influence purchasing decisions. According to Kafabih dan

Mukti (2018) It is necessary to have a targeted promotion, because the promotion is expected to have a positive impact on improving purchasing decisions.

PT Telkom Indonesia is one of the government-owned companies that currently provides various services (multi service) for its customers, namely voice (telephone), data (internet) and picture (IP-TV) services in one access network or known as triple-play service with flagship product of PT. Telkom Indonesia, namely IndiHome, which has reached all over Indonesia, including in the city of Semarang. IndiHome is the main internet service product from PT. Telkom Indonesia and is a digital internet network media service previously named Speedy. IndiHome strives to be a leading digital service using fiber optic technology that offers the main services, namely Triple Play consisting of Home Internet (Fixed Broadband Internet), Home Phones (Fixed Phone) and Interactive TV (UseeTV).

PT. Telkom Indonesia Witel Kota Semarang is a company of PT. Telkom Indonesia, which is engaged in telecommunications networks located in Witel Semarang City. Along with increasing competition between internet service providers in Semarang City, the company strives to continue to provide the best IndiHome services by providing quality products at more affordable prices. In addition, PT. Telkom Indonesia Witel Semarang also continues to strive to introduce its products through intensive promotions. This is done so that more consumers use IndiHome services. The following is the data on the number of IndiHome users in Semarang City in table 1.1:

Table 1
Number of New IndiHome Users in Semarang City in 2021

No	Month	Total Purchase of 2P & 3P Indihome Products
1	January	1143 People
2	February	1120 People
3	March	1211 People
4	April	1078 People
5	May	789 People
6	June	872 People
7	July	1178 People
8	August	1005 People
9	September	986 People
10	October	1073 People
11	November	1036 People
12	December	992 People
	Amount	12,483 People

Source: PT. Telkom Witel Semarang, 2021.

Based on table 1 above, it shows that the number of IndiHome product sales in Semarang City is fluctuating. The number of declines occurred in February, April, May, August, September, November and December. In the last two months, November and December, the number of new users continued to decline, where in November the number of new users was 1036 people, while in October there were 1073. This number decreased by 37 people. In December, it decreased again to 992 people, meaning that the number decreased by 44 people. The decline in this number is of course a problem for IndiHome service providers in Semarang City, because it will have an impact on decreasing company profits.

Research conducted by Amalia, (2020) states that price and product quality have a positive effect on consumer purchasing decisions (Case Study on Indihome Service Users of PT. Telkom Indonesia on Java Island). While the research of Saputra and Putra (2021) shows that the price and product quality partially have no significant effect on the purchase decision of Telkomsel's internet service purchase.

Based on the phenomenon of Indihome service users in 2021 and the research gap, further research needs to be done whether product quality, price and promotion will have an influence on purchasing decisions

Theory And Hypotheses

The Influence of Product Quality on Purchase Decisions

Product quality is the totality of the ability of a product to provide results or performance to demonstrate its appropriate function and even exceed the needs and desires of its consumers so that it can satisfy its users. Product quality has a close relationship with purchasing decisions, because product quality is a factor that consumers will pay attention to in making decisions to purchase a product or service. The quality possessed by a product will encourage consumers to buy it. Therefore, companies have an obligation to improve the quality of their products in order to achieve their goals. This is because the higher the quality of the product will affect the increase in purchasing decisions. This is supported by the results research by Nahlia & Hermani (2016) which states that an increase in product quality will have a positive impact on increasing purchasing decisions. The results of research by Gerung et al., (2017) and Laksono & Suartha (2017) also conclude that the high quality of a product will have a positive influence on increasing purchasing decisions. The results of research by Kafabih & Mukti (2018) also state that the higher quality of the product, the positive impact on purchasing decisions. This is reinforced by the results of research conducted by Andis et al., (2019), Andriani et al., (2019), and Riduansah (2020) which state that product quality has a significant positive effect on purchasing decisions. From this description, the hypotheses carried out are:

H1: Product quality has a positive and significant effect on purchasing decisions

Influence of Price on Purchase Decision

Price is the amount of money charged for an item or service to get the benefits obtained after using or consuming the goods or services at a certain time and a certain place. Consumers will usually see price as a measure in making a product purchase. Product prices that are set rationally and commensurate with the benefits of the product provided can influence the decision to purchase car products. Affordable prices, in accordance with product quality, in accordance with benefits, and having competitiveness will be considered by consumers to make product purchases. If the price offered is appropriate and affordable and more competitive, product purchase decisions will increase

This is supported by the results of research by Nahlia & Hermani (2016) which states that an affordable price will have a positive impact on increasing purchasing decisions. The results of Gerung et al., (2017) which state that price can have a positive influence on purchasing decisions. The results of Laksono & Suartha's research (2017) which state that there is an appropriate and affordable price for every consumer will have an impact on increasing purchasing decisions. This is reinforced by the results of research by Kurniawan et al., (2018), Andriani et al., (2019), Nurantoro & Noersanti (2020), Riduansah (2020) and Sari & Harti (2021) which state that price has a positive and negative effect on price. significant increase in purchasing decisions. From this description, the hypotheses carried out are:

H2: Price has a positive and significant effect on purchasing decisions.

Effect of Promotion on Purchase Decision

Promotion is an activity carried out to communicate the advantages and benefits of a product or service in order to convince potential consumers so that they can influence consumers to buy the product or service. Promotion is one of the important factors in the marketing of a company, because the promotion will make consumers who were originally not interested in their products can change their minds to become more interested. It is important for companies to carry out promotions on a regular basis or even continuously (routinely), so that their products are increasingly known by the public. Promotion can be a consideration for consumers to choose a financing product. This is because with promotion, consumers will know the advantages of a product. So that with the promotion that is carried out it will be able to influence consumer decisions to make purchases.

This is supported by the results of research by Nahlia & Hermani (2016) which states that higher promotions will have a positive impact on increasing purchasing decisions. The results of Gerung et al., (2017) also state that the higher the level of promotion carried out by the company will have a positive influence on increasing purchasing decisions. The results of Laksono & Suartha's research (2017) also state that increasing promotions will be able to influence purchasing decisions. This is reinforced by the results of research by Kafabih & Mukti (2018), Kurniawan et al., (2018), Andis et al., (2019), Andriani et al., (2019), Purnanda & Hikmah (2020), Nurantoro & Noersanti (2020), Riduansah (2020), and Sari & Harti (2021) who stated that promotion had a significant positive effect on increasing purchasing decisions. From this description, the hypotheses carried out are:

H3: Promotion has a positive and significant effect on purchasing decisions.

Methods

The data used is primary data, with data collection techniques through questionnaires using a Likert scale. The population used is all customers who buy IndiHome services in 2021 in Semarang City as many as 12,483, with the number of research samples using the slovin formula of 100 respondents, with the sampling technique using simple random sampling. The data analysis technique used multiple linear regression analysis with the help of SPSS version 23.0 program.

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Results

Validity test

Table 2. Validity Test Results

Variable	Statement	r count	>/<	r table
Product Quality (X1)	X1.1	0.808	>	0.197
	X1.2	0.834	>	0.197
	X1.3	0.821	>	0.197
	X1.4	0.892	>	0.197
	X1.5	0.845	>	0.197
	X1.6	0.613	>	0.197
	X1.7	0.742	>	0.197
	X1.8	0.763	>	0.197
	X1.9	0.871	>	0.197
	X1.10	0.860	>	0.197
Price (X2)	X2.1	0.833	>	0.197
	X2.2	0.862	>	0.197
	X2.3	0.870	>	0.197
	X2.4	0.861	>	0.197
	X2.5	0.886	>	0.197
	X2.6	0.886	>	0.197
	X2.7	0.740	>	0.197
	X2.8	0.840	>	0.197
Promotion (X3)	X3.1	0.814	>	0.197
	X3.2	0.796	>	0.197
	X3.3	0.780	>	0.197
	X3.4	0.881	>	0.197
	X3.5	0.731	>	0.197
	X3.6	0.837	>	0.197
	X3.7	0.813	>	0.197
	X3.8	0.757	>	0.197
	X3.9	0.811	>	0.197
	X3.10	0.821	>	0.197
Purchase Decision (Y)	Y1.1	0.854	>	0.197
	Y1.2	0.824	>	0.197
	Y1.3	0.854	>	0.197
	Y1.4	0.877	>	0.197
	Y1.5	0.884	>	0.197
	Y1.6	0.859	>	0.197
	Y1.7	0.885	>	0.197
	Y1.8	0.860	>	0.197

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Source: Primary data processed, 2022

Table 2. shows that from the results of the validity test, each statement item has an r arithmetic value that is greater than r table (r count > r table), so it can be concluded that each statement item can be said to be valid. This means that all the statements in the questionnaire can measure the variables used in the study.

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Reliability Test

Table 3. Reliability Test Results

No	Variable	Cronbachs Alpha	>/<	Minimum Value	Information
1.	Product quality	0.938	>	0.70	Reliable
2.	Price	0.941	>	0.70	Reliable
3.	Promotion	0.939	>	0.70	Reliable
4.	Buying decision	0.950	>	0.70	Reliable

Source: Primary data processed, 2022.

Table 3. shows that from the reliability test, each variable has a value of *cronbachs*alpha is greater than 0.70, so it can be said that all measuring concept seachvariable is reliable, meaning that the questionnaire used is reliable. This also means if the answers given are consistent, and can be used for further research.

Normality test

Table 4. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.55350949
Most Extreme Differences	Absolute	.173
	Positive	.071
	negative	-.173
Test Statistics		.173
asyp. Sig. (2-tailed)		.080c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data processed, 2022.

Table 4 shows the Kolmogorov-Smirnov test results obtained a significance value of 0.080, where the value is greater than 0.05. It can be concluded that the distribution of data in the resulting regression model has been normally distributed, so that the regression model has met the assumption of normality.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product quality	.431	2.321
	Price	.328	3.049
	Promotion	.330	3.031
a. Dependent Variable: Purchase Decision			

Source: Primary data processed, 2022.

Table 5. above shows that from the results of the multicollinearity test, each variable of product quality, price, and promotion has a tolerance value greater than 0.10, and a VIF value less than 10. This means that there is no correlation between variables. independent in the linear regression model, so it can be concluded if the resulting linear regression model does not occur multicollinearity symptoms.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	3.586	1.246		2.877	.005
	Product quality	.046	.044	.154	1.057	.293
	Price	-.058	.052	-.151	-1.038	.103
	Promotion	.029	.049	.099	.596	.553
a. Dependent Variable: ABS						

Source: Primary data processed, 2022.

Table 6 shows that from the results of the *gle* test, the significance value of the product quality variable is 0.293, the price is 0.103, and the promotion is 0.553. The significance value of each variable is greater than 0.05, so it can be concluded if the resulting linear regression model does not occur heteroscedasticity symptoms.

Multiple Linear Regression Analysis

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Table 7. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.506	1.931		.780	.437
	Product quality	.302	.068	.346	4.470	.000
	Price	.293	.080	.324	3.650	.000
	Promotion	.242	.076	.284	3.203	.002

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022.

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Based on the results of the analysis in table 4.6, it can be written the multiple linear regression equation model as follows:

$$38 = 1.506 + 0.302 X_1 + 0.293 X_2 + 0.242 X_3 + e$$

The results of the analysis obtained a constant value of 1.506 which has a positive direction, a product quality regression coefficient value (b1) of 0.302 which has a positive direction, a price regression coefficient value (b2) of 0.293 which has a positive direction and a promotion regression coefficient value (b3) of 0.242 which has a positive direction.

Partial Hypothesis Test

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Table 8. Partial Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.506	1.931		.780	.437
	Product quality	.302	.068	.346	4.470	.000
	Price	.293	.080	.324	3.650	.000
	Promotion	.242	.076	.284	3.203	.002

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022.

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From the results of the analysis in table 8 above, the effect of product quality, price, and promotion on purchasing decisions partially is as follows:

1. H1: Product quality has a positive and significant effect on purchasing decisions. From the results of the analysis, the t-count value is greater than the t-table value, namely $4.470 > 1.985$, and the significant value is $0.000 < 0.05$.
2. H2: Price has a positive and significant effect on purchasing decisions. From the results of the analysis, the t-count value is greater than the t-table value, namely $3.650 > 1.985$, and the significant value is $0.000 < 0.05$.
3. H3: Promotion has a positive and significant effect on purchasing decisions. From the results of the analysis, the t-count value is greater than the t-table value, namely $3.203 > 1.985$, and a significant value of $0.002 < 0.05$.

F Statistics Test

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Table 9. F Statistical Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1953.479	3	651.160	96.839	.000b
Residual	645.521	13	6,724		
Total	2599.000	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Promotion, Product Quality, Price

Source: Primary data processed, 2022.

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From the results of the F statistical test in table 9, the calculated F value is greater than F table ($96.839 > 2.70$), and the significance value is less than 0.05 ($0.000 < 0.05$). This means that if product quality, price, and promotion together (simultaneously) have a positive and significant effect on purchasing decisions and statistically acceptable.

Coefficient of Determination

Table 10. Results of the Coefficient of Determination

30 Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
33	.867a	.752	.744	2.59310
a. Predictors: (Constant), Promotion, Product Quality, Price				
b. Dependent Variable: Purchase Decision				

Source: Primary data processed, 2022.

Table 10 shows the analysis results obtained by the coefficient of determination seen from the Adjusted R Squared value of 0.744. These results mean that product quality, price, and promotion variables can explain the variation of the purchasing decision variables by 74.4% (0.744 x 100%), while the remaining 25.6% variation in purchasing decisions can be explained by other variables not examined.

Conclusion

The results of the analysis show that product quality, price and promotions has a positive and significant effect on purchasing decisions for Indihome services in the city of Semarang

Suggestion

1. Companies must be able to improve the quality of IndiHome service products offered to the public, considering that there are still many consumers who do not agree with the statements submitted to respondents.
2. Companies must be able to set the price for IndiHome services appropriately. This can be done by offering prices that are not much more expensive than existing competitors.
3. Companies must be able to increase more attractive promotions to increase consumer interest in buying IndiHome services through discounted prices, as well as direct gifts for consumers who install IndiHome services.

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