

The Influence of Product Prices, Sales Promotion and Services on the Purchase Decision of Indihome Products at PT. Telkom Solo

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ABSTRACT

Digital development requires PT Telkom to continue to transform in meeting customer needs. One of its superior products is Indihome. Indihome is a wifi product. Wifi is needed by everyone in everyday life, which used to be only a secondary need is now changing to premier, without internet humans cannot move in the era of digitalization. Seeing this, researchers made a study on the influence of price variables, products and services on purchasing decisions. As a result, all of these variables have a simultaneous and partial effect on purchasing decisions.

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1. INTRODUCTION

In this era of digitalization, technological developments in various fields are developing rapidly. The development of technology that is getting bigger and faster is based on human needs to solve problems or meet existing needs. One clear example of technological development can be found in our daily lives, where we use these technological developments and use them to meet our daily needs. Technological development means technological changes between time that continue to develop in a better or more sophisticated direction, in the past people had to go directly to the interlocutor directly, using a landline or through a wartel to contact someone, now changing to using mobile phones or other devices that help communicate faster such as *smartphones* and *tablets*.

The situation of the *Corona Virus pandemic 2019 (Covid-19)* requires humans to stay at home more in accordance with government recommendations, to avoid contact with *Covid-19* disease transmission. The longer and more often humans are at home so that in the end it causes boredom, then, to reduce this saturation humans begin to consume internet-based cable television, which provides services for movies, music and news. This encourages the development of the latest technology in the field of broadcast entertainment, namely internet-based cable television. There are many companies that provide internet-based cable television services including MNC Sky Vision, TransVision, First Media, My Republic, Biznet Home, Indovision and one of the service provider companies equipped with internet services in Indonesia is PT. Telkom Indonesia or commonly referred to as PT. Telkom.

PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise (BUMN) engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Its status is a state-owned company so that Telkom's majority shareholder is the Government of the Republic of Indonesia based on its official website of 52.09%, while the remaining 47.91% is controlled by the public where Telkom's shares are traded on the Indonesia Stock Exchange (IDX) with the code "TLKM" and the New York Stock Exchange (NYSE) with the code "TLK".

Research conducted by Ni Wayan Ekayanti and I Made Suasti Puja (2021) entitled "The Effect of Service Quality, Price and Promotion on Customer Satisfaction at UD Printing. Wipra Print Karangasem" which shows that the quality of service, price, and promotion simultaneously have a positive and significant effect on UD Printing customer satisfaction. WIPRA PRINT Karangasem. This shows that the better consumer perception of the quality of service, price, and promotion provided, it will increase UD Printing customer satisfaction. WIPRA PRINT Karangasem.

Research conducted by Nok Leni Anggriani and Arif Yusuf Hamali (2020) entitled "The Effect of Sales Promotion on Towel Product Purchasing Decisions at PT Tata Pusaka Sentosa Textile Mills Bandung" shows that sales promotion is in the good category, and consumer purchasing decisions are in the good category. The results showed the influence of sales promotion on consumer purchasing decisions at PT Tatapusaka Sentosa Textile Mills Bandung. The results showed that the hypothesis: sales promotion affects consumer purchasing decisions at PT Tatapusaka Sentosa Textile Mills Bandung is proven.

Based on the background previously described, the formulation of the problem in writing this thesis report is as follows:

- a. Does the price of *indihome* products have a partial effect on consumer purchase orders at PT. Telkom Regional Solo ?
- b. Does the form of *indihome* promotion have a partial effect on consumer purchase orders at PT. Telkom Regional Solo ?
- c. Does layanan *indihome* have a partial effect on consumer purchase orders at PT. Telkom Regional Solo ?
- d. Whether product prices, forms of promotions and *indihome* services simultaneously affect consumer purchase orders at PT. Telkom Regional Solo?

2. RESEARCH METHOD

2.1 Scope.

This study examines product prices, forms of promotions and types of services on the purchase decision of herbal medicine PT. Telkom Regional Solo in Surakarta.

2.2 Data sources

Data sources used in research include using primary data and secondary data. Primary Data is data collected by researchers directly from the main / first source or place of research objects. The primary data in this study is the result of filling out questionnaires regarding product prices, forms of promotion, and types of services on purchasing decisions obtained from PT. Telkom Regional Solo. Secondary Data is data that comes from the second, third hand and so on. This data is used to support information from primary data obtained by researchers.

2.3 Data Collection Techniques

The data collection technique used in this study used questionnaire media. Retrieval of questionnaire answers using google forms. The scale used for assessment in this study is the Likert scale. The Likert scale used has 4 points, from the Agree and Disagree scales. Each item score is summed to produce a total score for respondents. The Likert scale consists of two parts—an item section and an evaluation section. An item section is usually a statement about a particular product, event, or attitude. In research does not have a neutral choice answer because to avoid the existence of answers that cause the answerer tends to answer hesitantly which can affect the results of the study.

2.4 Data Analysis Techniques

The data that has been obtained using the questionnaire is then processed and further analyzed to see the results obtained. The analysis conducted in this study is:

2.5 Data Quality Test

Questionnaires that are made and have generated data from research subjects must be tested for the quality of questionnaire data first to see that the questionnaire made can capture or measure the information we want to get the results correctly and can see the consistency of respondents in answering things related to question items that concern variables and have been compiled in a form of questionnaire.

- a) Validity Test, is a test to test whether or not the research instrument is valid or not. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what is desired and can capture data from the variables studied precisely. The provisions of an instrument are said to be valid or valid if according to Nabila & Bambang (2018) that to measure whether or not a questionnaire / instrument is valid or valid is said to be valid if it has high validity, namely correlation r calculate $> r$ table, while an instrument that is less valid means it has low validity with a correlation r value calculate $< r$ table.
- b) Reliability Test, is a test of the stability and consistency of respondents in answering matters related to question items concerning variables and is compiled in a form of questionnaire. Nabila & Bambang (2018) further said that an instrument is said to be reliable if it gives a Cronbach Alpha value of > 0.60 .

2.6 Test Classical Assumptions

- a) Normality Test; Tests conducted to determine the normal or abnormal distribution of data produced in this study. Data normality test with Kolmogorov Smirnov concluded if the results of Asymp.Sig. (2-tailed) is greater than the minimum criterion of 0.05, it can be concluded that all variables in the study have met the normality criterion. if the result is Asymp.Sig. (2-tailed) is smaller than the minimum criterion of 0.05, it can be concluded that all variables in the study do not meet the criteria of normality.
- b) Multicollinearity Test; which is a test intended to prove or test the presence or absence of a relationship between one independent variable (independent) with another independent variable. In a good regression model there should be no correlation between independent variables. Multicollinearity in a regression model can be determined by calculating the value of Variance Inflation Factor (VIF). VIF is a factor that measures how much the increase in the variety of regression estimator coefficients compared to orthogonal independent variables when connected linearly. If the VIF value exceeds 10, then this indicates a multicollinearity problem between predictor variables. The higher the VIF value, the more serious the multicollinearity problem.
- c) The heteroscedasticity test is carried out to test the occurrence of residual variance of one observation period with another observation period, aiming to test whether in the regression model there is an inequality of variance from the residual of one observation to another. A good regression model is the absence of heteroscedasticity. To detect the presence of symptoms of heteroscedasticity can use the Glejser test. In this test, if the result is greater than 0.05, heteroscedasticity does not occur.

2.7 Hypothesis Testing

- a) Multiple Linear Regression Test:

The problem developed in this study is to determine the influence of factors that have been previously defined on the purchase of indihome products at PT. Telkom Solo, then multiple linear regression analysis (Multiple Regression) is used. The use of regression is due to the independent variables used in factors that affect the purchase of indihome products at PT. Telkom Solo consists of two or more of the factors, which in this study used three factors. The Regression Equation in this study is to determine how much influence the independent variable, namely product price (X1), promotion (X2) and service (X3) on the dependent variable, namely Purchase Decision (Y).

b) Individual Parameter Test (Test t):

The t test is performed to partially see how the independent variable affects the dependent variable. The t test is used to determine the significance of the partial influence of the independent variable on the dependent variable as seen from the comparison of significant values to error values (α). This study used a significance level of 5% or 0.05. It is said to be a significance of $\alpha \leq 0.05$.

c) Simultaneous Significance Test (Test f)

Test f is a test to prove the effect of independent variables simultaneously (comprehensively) on purchasing decisions. The criterion is based on significance with the criterion that if the significance > 0.05 then there is no effect, but if the significance ≤ 0.05 then there is an effect.

d) Coefficient of determination (R²):

The coefficient of determination is used to see the extent to which it measures the closeness of the relationship as a whole or the contribution of the independent variable to the dependent variable. The value of the coefficient of determination is between zero (0) and one (1). If R² approaches one (1), it means that the independent variables provide almost all the information needed or contribute maximally to predicting the variation of the dependent variable. In other words, the smaller the value of R² means that the ability of the independent variables to explain the dependent variable is very limited.

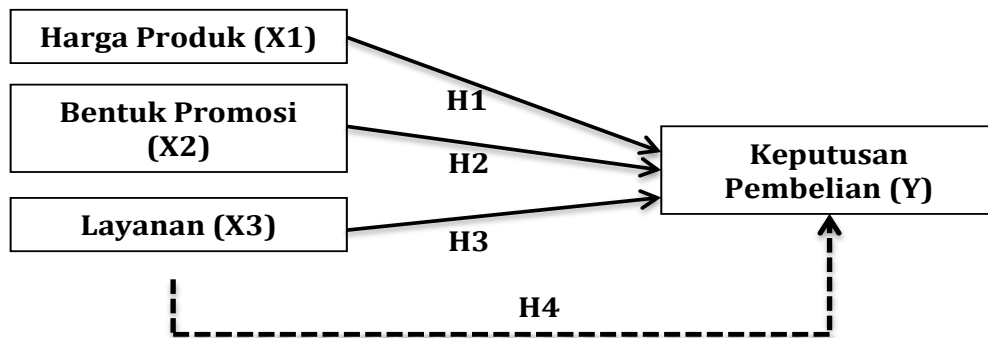


Figure 1. Thinking Framework

3. RESULTS AND DISCUSSIONS

a. Test Validitas

Tabel 1 . Hasil Validasi

Variable	Variable Code	R- Calculate	R-Table	Sig.	Information
Harga Produk	X1.1	0,689	0,290	0,000	Valid
	X1.2	0,732	0,290	0,000	Valid
	X1.3	0,605	0,290	0,000	Valid
	X1.4	0,642	0,290	0,000	Valid
Promosi	X2.1	0,672	0,290	0,000	Valid
	X2.2	0,677	0,290	0,000	Valid
	X2.3	0,681	0,290	0,000	Valid
	X2.4	0,735	0,290	0,000	Valid
	X2.5	0,801	0,290	0,000	Valid
Layanan	X3.1	0,655	0,290	0,000	Valid
	X3.2	0,673	0,290	0,000	Valid
	X3.3	0,799	0,290	0,000	Valid
	X3.4	0,782	0,290	0,000	Valid
Keputusan Pembelian	Y.1	0,852	0,290	0,000	Valid
	Y.2	0,898	0,290	0,000	Valid

Y.3	0,867	0,290	0,000	Valid
Y.4	0,772	0,290	0,000	Valid
Y.5	0,754	0,290	0,000	Valid
Y.6	0,779	0,290	0,000	Valid

The table above shows that all questions in the research questionnaire are valid because they are greater than 0.290.

b. T Test

T test to determine the effect of each variable X on variable Y partially. Here is a table of T test results. It is said to be significant if t counts $<$ t table.

Tabel 2. Hasil Uji T Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.342	2.503		.108	.915
Harga Produk	.337	.165	.242	1.804	.043
Promosi	.405	.173	.477	2.043	.017
Layanan	.273	.103	.146	1.092	.037

From the table above it can be concluded that:

- Product price has a partial and significant effect on purchasing decisions. This can be seen from the results of t count $<$ t table. $0.043 < 0.05$.
- Promotions have a partial and significant effect on purchasing decisions. This can be seen from the results of $0.017 < 0.05$.
- Service has a partial and significant effect on purchasing decisions. This is evidenced by the results of $0.037 < 0.05$.

Table 3. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	151.092	2	77.305	21.052	.002 ^b
Residual	145.971	31	2.553		
Total	297.063	33			

Based on table 3, it can be seen that the F value is 21.052 and the resulting significance value is 0.002 which is smaller than 0.05. Thus, it can be concluded that this multiple regression model is feasible to use, and variables that include product agar, promotion and service have a simultaneous influence on purchasing decision variables.

4. CONCLUSION

The result of this study is that price variables have a significant and positive effect on purchasing decision variables. Service variables have a significant and positive influence on purchasing decisions, and the last variability, namely promotions, also has a significant and positive influence on purchasing decisions. Simultaneously, all independent variables affect the dependent variable. For future research, it is recommended to add other variables in accordance with the times.

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