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The Influence Of Brand Image And Price On Decisions Purchase Of Telkomsel Simpati Cards

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ABSTRAK

In this study, it has purpose , namely For analyze and know how much big influence image brand to decision purchase card Sympathy Telkomsel in the environment Students , influence price to decision purchase card Sympathy Telkomsel in the environment Students . This research was conducted at the Islamic University of North Sumatra, precisely at the Faculty of Economics and Business, Management Study Program, class of 2021. The sampling The sample in this study used simple random sampling, with total 63 respondents . This type of research is quantitative . The results of this study are : Brand image No influential positive to decision purchase card Sympathy Telkomsel to Students Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program class of 2021. Prices are affected positive to decision purchase card Sympathy Telkomsel to Students Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program class of 2021. Brand image and Price in general together can influence decision purchase card Sympathy Telkomsel to Students Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program class of 2021.

Keywords : Brand Image, Price, Purchase Decision

ABSTRACT

Lokananta is a legendary recording studio in Surakarta City. Currently, Lokananta is striving to transform into a creative center and an attractive music cultural tourism destination. To ensure the desire and increase its appeal, a deep understanding of the factors driving public interest in visiting is required. The purpose of this study is to analyze the influence of awareness levels, facility, and digital promotion on the interest of residents of Solo Raya City to visit Lokananta. The method used in this study is a quantitative descriptive approach through the distribution of questionnaires. Respondents were selected using a purposive sampling technique of 80 people. Data were analyzed using multiple linear regression. The study shows interesting and complex results. The level of awareness on visiting interest has a negative and significant influence, indicating a negative perception that arises along with increasing knowledge. Meanwhile, the availability of facilities has a positive and insignificant influence on visiting interest. The most dominant key factor is Digital Promotion, which was found to have a positive and significant influence in encouraging visiting interest. Based on the above results, it can be concluded that Digital Promotion is the most effective strategy and should be the main focus of Lokananta managers to increase the number of visitors. This study suggests that managers re-evaluate the framing of information related to awareness to avoid creating psychological barriers that reduce visiting interest, while continuing to improve the quality of digital content and promotional reach.

Keywords: *Availability of Facilities, Digital Promotion, Interest in Visiting, Level of Awareness*, Lokananta

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PENDAHULUAN

In this digital era, advances in technology and communication have had a major impact on the way people interact and transact. The use of smartphones and fast internet access have become basic needs for many people. This situation opens up opportunities for companies to present more competitive products and services, one of which is the most in demand by consumers is prepaid cards, where Telkomsel is one of the companies that offers it.

Brand image plays a significant role in fulfilling consumer views of a product. A positive brand image can strengthen customer loyalty while fulfilling consumer purchasing decisions in shopping. In a competitive market, companies need to focus on their brand image to attract consumer attention. According to Fasha, *et al.* (2022:34) said that in the increasingly growing industrial competition,

companies are expected to be more innovative and create competitive advantages. If consumers are faced with various similar products, they will be more likely to choose several brands that give a different impression, which affects their response to the product. Telkomsel, with its well-known brand, has the challenge of paying attention to and improving its image so that it remains relevant to every consumer . Telkomsel is a large telecommunications company in Indonesia, playing an important role in this competition. Telkomsel offers several cards from its company, such as prepaid Simpati cards, AS, Loop cards, and there are also postpaid cards, namely Halo cards, of all the cards offered by the Telkomsel company, the Simpati card is one of its superior products. The high number of Simpati card users among Indonesian students proves the superiority of the card.

Since its founding in 1995, Telkomsel Simpati has consistently served students from Sabang to Merauke, very well, using its brand image and also its price. Currently, Telkomsel is a telecommunications service that can reach networks up to 95% in various corners. According to Kustianti, DDN (2019:84) stated that as a leading service in Indonesia, Telkomsel has the ability to reach remote areas including border areas. Network development overcomes isolation in communication in Indonesia. Telecommunications that cover every corner of the country, aim to overcome isolation in communication in Indonesia.

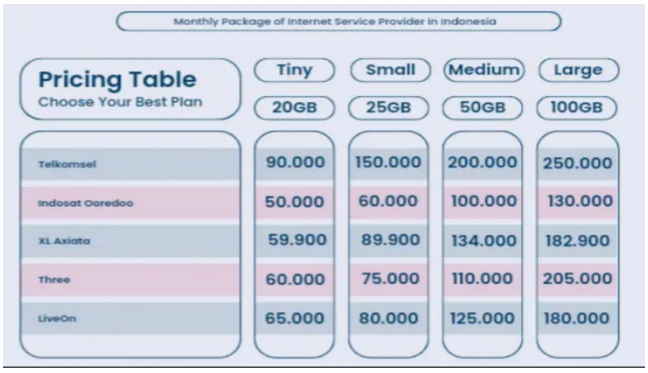


Figure 1Cheapest Internet Package Prices in Indonesia

Source: https://www.didikpurwanto.com/harga-paket-termurah-di-indonesia/

The data in Figure 1 shows the cheapest internet package prices in Indonesia. Indosat leads with the cheapest price of the other five operators , followed by XL Axiata, Three, Live On and the most expensive is Telkomsel. With the price variants that are show in picture 1, the price is only valid for quota every month, the price can also be different in each region. Telkomsel Price give the impression is expensive compared to other operators , this gives influence to decision purchase consumers .

Formulation of the problem

1. Does brand image influence the purchasing decision of Telkomsel Simpati cards among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.
2. Does price influence the purchasing decision of Telkomsel Simpati cards for students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.
3. Do brand image and price influence purchasing decisions on Telkomsel Simpati cards for students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021.

LITERATURE REVIEW

1. Brand Image

According to Kotler and Keller (2016), brand image is a consumer's perception of a brand that is formed from the information and experience that consumers have of the product. A positive brand image can to form loyalty customers and influence decision purchase . In the context of Simpati Card Telkomsel , image as an operator with network wide , stable , and has quality good service become Power pull for consumers .

The three main dimensions of brand image according to Aaker (1997) are:

a. **Strength brand (brand strength)**
b. **Association brand association**
c. **Perceived quality**

Strong brand image can increase beliefs and preferences consumer to products , so that impact positive to decision purchase .

2. Price

The price is amount of money paid consumer For get a product or services (Kotler & Armstrong, 2018). Price is factor important in taking decision purchases , especially For product with Lots substitution like SIM card .

According to Monroe (1990), perception price covers two things :

a. **Reasonable price** (perceived price fairness)
b. **Comparable prices with quality** (value for money)

If the consumer feel price offered in accordance with benefit or quality product , then possibility decision purchase will increased . In this case, the price of data packages and services from Simpati Cards becomes an important consideration for consumers.

3. Purchase Decision

Buying decision is stage in the process of taking decision consumers where consumers truly buy product (Schiffman & Kanuk, 2007). Buying decision influenced by internal and external factors , including image brand and price .

Five stages of the decision process purchase According to Kotler and Keller (2016) , it is :

a. Introduction problem
b. Search information
c. Evaluation alternative
d. Purchase decision
e. Behavior post purchase

In context this , consumer will evaluate whether brand Telkomsel (especially Simpati Card) has good reputation and competitive price before make decision For buy .

4. The Relationship Between Brand Image, Price, and Purchasing Decisions

Positive brand image will create trust and perception quality high , which in the end increase interest buy . While competitive price can become Power pull additional . If both factor the in harmony with expectation consumers , then decision purchase will tend positive .

METHODS

1. Research Location

research location conducted for this research is the Islamic University of North Sumatra. Faculty of Economics and Business , Jl. Sisingamangaraja , Teladan , Medan 20217.

2. Research Object

There are three The research objects in this study are: Brand image (X1) , Price (X2) are independent variables and Purchase decision (Y) is the dependent variable .

Data Analysis Techniques

Data analysis techniques are methods used to process and process data so that it becomes valid and easy-to-understand information. This process involves various stages, such as data collection, analysis, and presentation, to ensure that the information produced is accurate and relevant. In this study, several tests were used, namely as follows:

Instrument Test

1. Validity Test

According to Janna, NM (2021) validity testing is a test that has benefits as a measuring tool whether it is valid or not. In the validity test using the SPSS (*Statistical Package for Social Sciences*) program, the benefit of SPSS is to read or enter various types of data automatically into SPSS. The criteria for testing the validity test are as follows:

1. If r count > r table, then the research instrument is said to be valid.
2. If r count < r table, then the research instrument is said to be invalid.

2. Reliability Test

Reliability Test can be used to measure the extent to which an instrument can produce consistent and similar results if used repeatedly on the same population Iba, Z. & Wardhana, A. (2023) . A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Measuring reliability can be done using the *Cornbach Alpha (a)* statistical test . The criteria for measuring reliability with *Cronbach Alpha* are stated as follows:

1. If *Cornbach's alpha* > 0.60 then it is declared reliable.
2. If *Cronbach's alpha* <0.60 then it is declared unreliable.

3. Classical Assumption Test

Normality Test

Normality Test refers to the requirement that the residuals generated from the regression model must be normally distributed, the normality test is not performed on each variable separately, but there are residuals generated from the regression model Budi, *et al* . (2024:8) . The normality test can use the Kolmogorov Smirnov Technique. The following are the criteria for the normality test Prabowo, *et al* . (2023) .

1. If the sig value result > 0.05 it is said to be normal.
2. If the sig value < 0.05 is said to be abnormal.

Multicollinearity Test

The multicollinearity test aims to determine whether the data in this study has an intercorrelation (strong relationship) between independent variables.

The following are the criteria for multicollinearity testing:

1. If the tolerance value < 0.1 or VIF > 10, then multicollinearity occurs.
2. If the tolerance value > 0.1 or VIF > 10, then multicollinearity does not occur.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the case of a regression questionnaire there is inequality of variance from the residuals of one observation to another. A multiple linear regression model is said to be free from heteroscedasticity problems, namely:

a. If a certain pattern, such as existing points, forms a regular pattern, this indicates that heteroscedasticity has occurred.
b. If there is no clear pattern, and the points are spread above and below zero on the Y axis, then heteroscedasticity does not occur.

Autocorrelation Test with *Run Text*

Autocorrelation Test with *Run Text* is part of non-parametric statistics can also be used to test whether there is a high correlation between residuals. If there is no correlation between residuals then it is said that the residuals are random. *Run Text* used For see does residual data occur randomly or no (systematic).

RESULTS AND DISCUSSION

Validity Test and Reliability Test

1. Validity Test

Validity testing focuses on the accuracy of the method used to measure variables. In conducting validity testing, researchers use SPSS to compare the value of r table with r count. This study involved 63 respondents, if r count is greater than r table, then it is declared valid.

A. Brand Image Validity Test (X1)

Table 1. Brand Image Validity Test (X1)

Variables	Statement	r count	r table	information
Brand image (X1)	X1 P1	0.389	0.248	Valid
	X1 P2	0.708		Valid
	X1 P3	0.561		Valid
	X1 P4	0.718		Valid

	X1 P5	0.754		Valid
	X1 P6	0.599		Valid
	X1 P7	0.749		Valid
	X1 P8	0.649		Valid
	X1 P9	0.514		Valid
	X1 P10	0.731		Valid
	X1 P11	0.638		Valid
	X1 P12	0.388		Valid
	X1 P13	0.704		Valid
	X1 P14	0.712		Valid

Source: Processed questionnaire data 2025

From table 1, it can be seen that there is a valid value between (X1.P1-X1P14), because the calculated r score must be greater than the table r score.

Validity Test (X2)

Table 2. Price Validity Test (X2)

PRICE (X2)	X2 P1	0.624	0.248	Valid
	X2 P2	0.515		Valid
	X2 P3	0.618		Valid
	X2 P4	0.541		Valid
	X2 P5	0.627		Valid
	X2 P6	0.641		Valid
	X2 P7	0.689		Valid
	X2 P8	0.453		Valid

Source: Processed questionnaire data 2025

From table 2, it can be seen that there is a valid value between (X2.P1-X2.P8), because the calculated r score must be greater than the table r score.

C. Testing the Validity of Purchasing Decisions

Table 3. Purchase Decision Validity Test

Buying decision	YP 1	0.636	0.248	Valid
	YP 2	0.338		Valid
	YP3	0.546		Valid
	YP 4	0.581		Valid
	YP 5	0.557		Valid
	YP 6	0.698		Valid
	YP 7	0.541		Valid
	YP 8	0.557		Valid
	YP 9	0.596		Valid
	YP 10	0.559		Valid
	YP 11	0.690		Valid
	YP 12	0.687		Valid

Source: Processed questionnaire data 2025

From table 3, it can be seen that there are valid values between (Y. P1-Y. P12), because r score count must more big from r tab el score .

Reliability Test

Reliability Test aiming For evaluate to what extent a instrument can produce , consistent results , when used repeatedly . To measure reliability We can using Cronbach's alpha (α). If the value cronbach's alpha more big from 0.60, then instrument said to be reliable. Researchers conduct reliability testing to 63 respondents questionnaire , with data processing using SPSS. The following is results from reliability test the :

Table 4. Reliability test

Variables	Cornbach's alpha	Information
Brand Image (X1)	0.884	Reliable
Price (X2)	0.732	Reliable
Purchase Decision (Y)	0.826	Reliable

Source: Processed questionnaire data 2025

From table 4, it can be stated that all the results of the statements in the questionnaire are reliable, because they have a value > 0.60. Each statement declared reliable so that Enough For tested to analysis furthermore .

Assumption Test Classic

Normality Test

Normality test aiming For know is the research data contribute normally or no . Normality test done with Kolmogorov-Smirnov method , if the sig value result > 0.05 is said to be normal If the sig value result < 0.05 is said to be abnormal , quoted in Prabowo, *et al. (* 2023) .

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		63
Normal Parameters [a,b]	Mean	0E-7
	Std. Deviation	3.14068028
Most Extreme Differences	Absolute	.142
	Positive	.142
	Negative	-.107
Kolmogorov-Smirnov Z		1.126
Asymp . Sig. (2-tailed)		.158

a. Test distribution is Normal.

b. Calculated from data.

Source : 2025 questionnaire data processing

From table 5. above, it shows the results of the data normality test using the Kolmogorov-Smirnov test. The Asymp. Sig. value of 0.158 is greater than the significant value of 5% (0.05). Indicates that the normalization data is met.

Multicollinearity Test

The multicollinearity test aims to examine the data in this study , whether there is an intercorrelation (strong relationship) between independent variables or not. The following results from the multicollinearity test :

Table *6.* Multicollinearity Test Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.218	4.267		2.160	.035		
	X1TOTAL	.169	.112	.226	1,514	.135	.272	3.676
	X2TOTAL	.953	.238	.597	3.999	.000	.272	3.676

a. Dependent Variable: YTOTAL

Source : 2025 questionnaire data processing

From table 6 above, it can be explained that the VIF value of brand image (X1) and price (X2) is 3.676, less than 10. So the test results state that there is no multicollinearity .

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is a difference in residual rows between observations in the regression. The multiple linear regression model is free from heteroscedasticity if there is a regular pattern of points, indicating heteroscedasticity, but if there is no clear pattern and the points are spread above and below zero on the Y axis, indicating no heteroscedasticity. The following is results from testing heteroscedasticity :

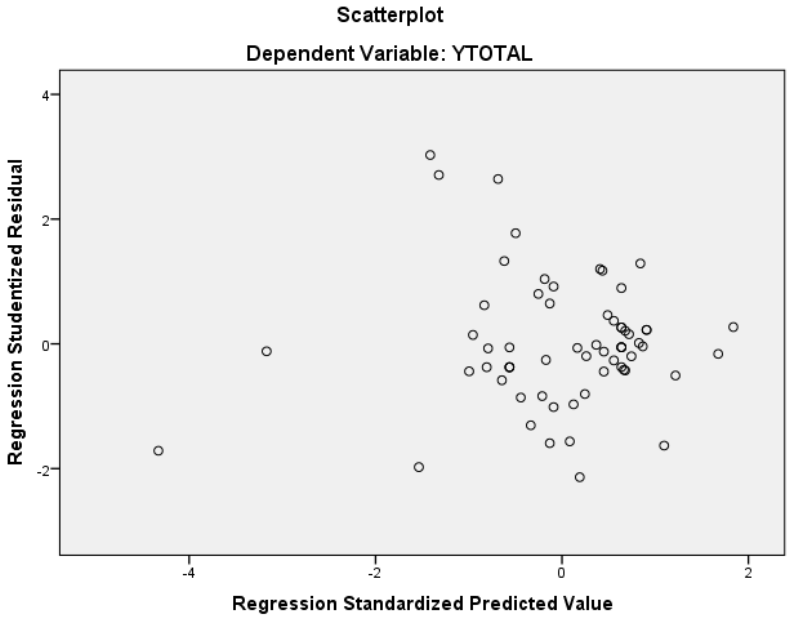


Figure 2. Heteroscedasticity Test

Source : 2025 questionnaire data processing

From figure 2 we can see explain No there is pattern clear , and also dots spread above and below Y axis , then it is concluded No happen heteroscedasticity in the regression .

Autocorrelation Test with Run Text

Autocorrelation Test with *Run Text* is non - parametric statistical methods are used For test whether there is correlation tall between the residuals. If not There is correlation , residuals are considered random . *Run text* help determine whether the residual data is random or systematic .

Table 7. Autocorrelation test with run text

Runs Test

	Unstandardized Residual
Test Value [a]	-.20768
Cases < Test Value	31
Cases >= Test Value	32
Total Cases	63
Number of Runs	27
Z	-1.396
Asymp . Sig. (2-tailed)	.163

a. Median

Source : 2025 questionnaire data processing

From table 7 it can be concluded that the asymp. Sig. value is 0.163 which is greater than 0.05, so the test results do not show any autocorrelation symptoms .

5.1.6 Multiple Linear Regression Analysis

Table 8. Analysis Multiple Linear Regression

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.218	4.267		2.160	.035
	X1TOTAL	.169	.112	.226	1,514	.135
	X2TOTAL	.953	.238	.597	3.999	.000

a. Dependent Variable: YTOTAL

Source : 2025 questionnaire data processing

Y = 9.218+ 0.169(X 1)+ 0.953(X 2)+ e

From table 1.10 we can known results constant value of 9.218, which means If mark variable image brand (X1) and price (X2), worth zero , then mark variable dependent that is :

1. Coefficient X1 = coefficient image brand (X1) of 0.169 indicates influence positive to decision purchase (Y) means , every increase decision purchase by 1% then image brand will increase as big as 0.169 . This indication is because existence influence strong between familiarity frequently used brands heard by consumers .
2. Coefficient X2 = coefficient price (X2) of 0.953 indicates influence positive to decision purchase (Y) means every increase price 1% then will cause decision purchase of 0.953. This indication is because existence must purchase repeat Because active period constraints on the card Sympathy Telkomsel .

Hypothesis Testing

Persian Test (t-Test)

Partial test aiming For test influence One one by one variable free with variable bound , with provision ;

a. If t count > t table and significance level < α (0.05), then H0 is rejected and H1 is accepted. This means that the independent variables individually influence the dependent variable.
b. If t count < t table and significance level > α (0.05), then H0 is accepted and H1 is rejected. This means that the independent variable is individual has no effect on the dependent variable.

Following is results the test :

error rate (α) = 0.05 (5%) while degrees freedom (df) = (nk)

n = number respondents = 63

k = number variable total = 3

Degrees freedom (df) = n – k

= 63 – 3

= 60

In this study , it was conducted study with One direction with degrees of 60 and the level significant 5%

Table 9. Persian Test (T-Test)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.218	4.267		2.160	.035
	X1TOTAL	.169	.112	.226	1,514	.135
	X2TOTAL	.953	.238	.597	3.999	.000

a. Dependent Variable: YTOTAL
Source : 2025 questionnaire data processing

Based on table 9 can concluded that :

1. On the variable image brand t - value of 1.514 and the t table value is 1.671, then t count < t table (1.514 < 1.671), then can concluded image variables brand No influential significant in a way partial to decision purchase . It means is , When the image brand improved as big as One unit , then decision purchase will experience improvement of 0.169.
2. In the Price variable, the t- value is calculated of 3.999 and the t table value is 1.671, then t count > t table (3.999 > 1.671), then can concluded variable price influential significant in a way partial to decision purchase . It means is , When the price improved as big as One unit , then decision purchase will experience decline of 0.953.

Simultaneous Test (F)

Simultaneous Test aiming For test significant i influence combination from a number of variable in a way simultaneously to variable bound , with provision following :

1. If t count > t table and significance level < α (0.05), then H0 is rejected and H1 is accepted. This means that the independent variables individually influence the dependent variable.
2. If t count < t table and significance level > α (0.05), then H0 is accepted and H1 is rejected. This means that the independent variables individually do not affect the dependent variable.

F Value The table can be seen in the statistical table for the significance of $\alpha = 0.05$ with $dF_1 = (k - 1)$ and $dF_2 = (n - k)$, where k = number of variables and n = number of samples forming the regression. So (3 – 1) = 2 and (6 3 - 3) = 6 0 . The results obtained for F table of 3.1 5 .

Table 10. Simultaneous Test

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1072.154	2	536,077	52,594	.000 [b]
	Residual	611,560	60	10.193		
	Total	1683.714	62			

a. Dependent Variable: YTOTAL
b. Predictors: (Constant), X2TOTAL, X1TOTAL
Source: Processed questionnaire data 2025

From Table 10. above, we can draw the following conclusion: the F value count > F table (52.594 > 3.15) and a significance value of 0.00 < 0.05, so that the hypothesis proposed in this study is accepted, so the brand image and price variables simultaneously have a positive and significant effect on the purchase decision of the Telkomsel Simpati card, among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management study program, class of 2021 .

Determinant Test (R^2)

The determinant test aims to measure how well the regression model explains the variation in the dependent variable. If the coefficient of determination (R2) increases (approaching 1) it will show that the better the expertise of X using Y where 0 << R^2 1. Conversely, if it decreases (approaching 0), it can be said that the independent variable has little effect on the dependent variable.

Table 11. Determinant Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 [a]	.637	.625	3.19260

a. Predictors: (Constant), X2TOTAL, X1TOTAL
2025 Questionnaire Data Processing Source

Based on table 11 above, it can be seen that R2 has a value of 0.637, meaning that brand image and price have a relationship to purchasing decisions of 63.7%, while the remaining 36.3% is influenced by other factors that were not studied .

The Influence of Brand Image on Purchasing Decisions of Telkomsel Simpati Cards on Students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021 .

Based on data analysis, it shows that the data analysis shows that the brand image variable does not have a positive effect on the purchase decision of the Telkomsel Simpati card. This explains that if the brand image is improved even better, it can increase high purchasing decisions. Therefore, the Telkomsel Simpati card must improve its brand image, to increase sales among students of the Faculty of Economics and Business, Islamic University of North Sumatra, management study program, class of 2021.

This study is in line with previous research, citing Aprianty (2022) who stated that brand image does not influence the purchasing decision of Mustika Ratu products at the Salsabila Cosmetics store in Bukit Kemuning from an Islamic business perspective.

The Influence of Price on Purchasing Decisions of Telkomsel Simpati Cards for Students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2021

Based on analysis of the data above , that data analysis shows variable price influential positive to decision purchase card Sympathy Telkomsel . If the price card Sympathy Telkomsel improved more tall compared to brand other so level purchase will decreases , if price card Sympathy Telkomsel lowered so will increase sales .

This research is in line with study previously , quoted from The Last Supper (2023) state that price influential positive to purchase *Smartphones* offered at the RDS Phone *Store,* where can concluded the more Good price so will the more increase sales his .

CONCLUSION

Based on the research results above, the following conclusions can be drawn from this research:

1. Based on the results of partial testing (t-test) on the brand image variable, it has a value of 1.514, namely that brand image does not have a positive effect on the decision to purchase Telkomsel Simpati cards among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021.
2. Based on the results of partial testing (t-test) on the price variable, it has a value of 3.999, namely that brand image does not have a positive effect on the decision to purchase Telkomsel Simpati cards among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021.
3. 3. Based on the results of simultaneous testing (F Test) has a value of 52.594. It can be concluded that brand image and price together have a positive effect on the decision to purchase Telkomsel Simpati cards among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2021.

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