

THE INFLUENCE OF PRICE, PROMOTION, AND PRODUCT QUALITY ON STUDENTS' PURCHASE DECISIONS ON SMARTFREN DATA PACKAGES PRIMA UNIVERSITY OF INDONESIA

Romi Riszky Hidayat Sitepu¹, Januardin^{2*}

^{1,2} Fakultas Economics, Universitas Prima Indonesia Correspondent

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E-mail:
januardin@unprimdn.ac.id

ABSTRACT

The purpose of this study was to determine the effect of price, promotion, and product quality on the decision to purchase Smartfren data packages for Prima Indonesia University students. In processing this research data using SPSS 25. The population of this study consisted of 285 students at the University of Prima Indonesia. In this study, a quantitative methodology was used and the method for determining probability sampling was purposive sampling. The test results reveal that partially the price, promotion, and product quality variables have a positive and significant influence on the decision to purchase Smartfren data packages for Prima Indonesia University students. Simultaneous test results show that purchasing decisions are influenced in the same way by price, promotion, and product quality at the same time.

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1. INTRODUCTION

The widespread use of the internet is a consequence of technological advances in modern times. The Internet provides several advantages for its users. Today, the majority of Indonesians are closely connected to the internet. There is a lot of information available on the internet, as internet users we have to be careful in using the internet.

At this time internet users depend on the internet for information and social interaction. Academics are one group that has benefited significantly from the development of the internet. Many references, articles, and research results are freely available online. Students who use the internet today are expected to make it easier to find sources of information and lecture materials for assignments. In addition, students are increasingly interested in using the internet because it is more efficient than buying books. students can cover all their activities only by using wifi or internet data packages, including finding course material and browsing on social media platforms that cannot be separated from current students, such as Instagram, Facebook, Twitter, and Chat.

PT. Smartfren Telecom is one of the largest telecommunications service providers in Indonesia. In 2002, PT Smartfren Telecom was established in Indonesia. Smartfren maintained its position as the top 4G operator service provider in 2017 by converting CDMA users to 4G subscribers, making it the only company operating on a fully 4G network. Smartfren has been chosen to be the official telecommunications partner for well-known smartphone brands worldwide due to its wide network coverage, which includes more than 15,000 4G BTS spread over 200 locations throughout Indonesia. In addition, Smartfren provides a versatile data service experience with a number of data package options, as well as Andromax smartphones and MiFi modems.

In order to attract the attention of customers, companies must provide relatively low prices, because the prices offered must be appropriate and in accordance with the quality of the products supplied to consumers. Apart from paying attention to price, Consumers also pay attention to the quality of the products offered. PT. Smartfren Telecom has offered prices and bonuses that are very suitable for students' abilities, but the prices offered are still not in accordance with the quality of the network offered by them, so students are still considering other products in determining the use of data packages. Identification of problems is Knowing how much influence the price has on the package purchase decisionjdata smartfren to students at the prima indonesia university, knowing how big the influence of promotions on purchasing decisions for smartfren data packages for students at the Prima Indonesia University, knowing how big the influence of product quality on purchasing decisions for smartfren data packages for students at the Prima Indonesia University, and knowing how much influence price,

promotion, and product quality have on purchasing decisions for smartfren data packages for students at Prima Indonesia University.

Formulation of the problem research as follows how is the price effect on the decision to purchase smartfren data packages for prima indonesia university students?, How is the effect of promotions on purchasing decisions for smartfren data packages for prima indonesia university students?, How is the influence of product quality on purchasing decisions for smartfren data packages for prima indonesia university students?, How is the effect of price, promotion, and product quality on the decision to purchase smartfren data packages for prima indonesia university students?. Research purposes is To examine and analyze the effect of the price effect on purchasing decisions for smartfren data packages for students at the Prima Indonesia University, to test and analyze the effect of promotions on purchasing decisions for smartfren data packages for students at the Prima Indonesia University, to test and analyze the effect of product quality on purchasing decisions for smartfren data packages for students at the Prima Indonesia University, and to test and analyze price, promotion, and product quality on purchasing decisions for smartfren data packages for students at the Prima Indonesia University.

Price influences purchasing decisions. If the price does not match the quality of the product, it has an impact on consumer decisions. Pricing helps buyers to choose courses that maximize their purchasing power gains. Thus, prices help consumers allocate purchasing power among various goods and services. Consumers study the costs of various options before allocating funds. This is useful when buyers cannot objectively assess product features or benefits. The idea is that the more expensive the better [3]. Based on research [7], [16] which in the results of his research Price has a significant impact on purchasing decisions, and states that the price set by the company must be appropriate and in line with consumer purchasing power so that the selection the product will be dropped on the product, the price set by the company because it is adjusted to the current product quality.

Effect of marketing on decisions Adequate purchasing decisions show that the more effectively and vigorously a company advertises its goods or services, the better the customer's purchasing decisions. With promotions and breakthroughs - company innovations in introducing goods or services will attract customers to buy [1]. In research Samudra & Wijayant [13], and Cholili[4] Promotion has a significant effect on purchasing decisions which state that promotions are used in marketing to inform consumers about a product and attract consumers to buy it.

Consumer perceptions of product quality will affect consumer purchasing decisions. Consumers will make a purchase choice after choosing a product that suits their needs. Purchasing decisions are the phase of the buyer's decision-making process in which consumers' purchasing decisions have an influence on their level of satisfaction [2]. From the research conducted by Sari & Prihartono [14], Firmaningrum, dkk [6] stated in the study that product quality affects purchasing decisions, service quality is determined by customer opinions about the overall superiority or privilege of the service. If the resulting evaluation is favorable, the quality of service will affect the purchase choice.

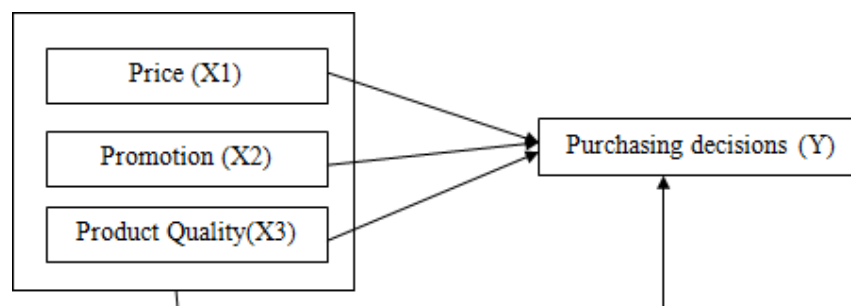


Figure 1: Framework Conceptual

Hypothesis is H1: Price has an effect on purchasing decisions for smartfren data packages for prima Indonesia university students, H2: promotion has an effect on purchasing decisions for smartfren data packages for students at Prima Indonesia University, H3: product quality has an effect on purchasing decisions for purchasing smartfren data packages for students at Prima Indonesia University, H4: price, promotion, and product quality affect the decision purchase of smartfren data packages for prima indonesia university students.

2. METHOD

2.1 Types and Data Source

Sources of data obtained in this study is primary data obtained by distributing research questionnaires to management students at prima indonesia university and secondary data were obtained from books or journals related to this research. This research is descriptive quantitative. Descriptive formulation of the problem is an expression of questions in terms of one or more independent variables [15]. The population in this study was the management of the prima Indonesia university, which amounted to about 1002 people. Sampling used probability sampling method, namely simple random sampling using the Slovin formula as follows. The number of samples studied were 285 students of management at the Prima Indonesia University and for validity testing, 30 students were taken.

2.2 Analysis Method

Multiple linear regression with equation, namely statistical methods to analyze research data as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The coefficient of determination is used to determine the percentage change in the dependent variable caused by independent causes (R^2). As R^2 grows, the percentage change in the dependent variable produced by the independent variable also increases [9]. Simultaneous test is used to identify the relationship between variables independent and dependent [8]. Simultaneous Hypothesis (F Test) H_0 is accepted, if the coefficient value $t_{count} < t_{table}$ at significant $t_{count} > 0.5$. and H_0 is rejected, if the coefficient value $t_{count} > t_{table}$ at significant $t_{count} < 0,5$. the impact between partially independent factors and the dependent variable (Ghozali, 2016), H_0 is accepted, if the value of the coefficient $F_{count} < F_{table}$ at significant $F_{count} > 0,5$, and H_0 rejected, when F_{count} coefficient value $> F_{table}$ at significant $F_{count} < 0,5$.

3. RESULT AND DISCUSSION

3.1 Test Results of Multiple Linear Regression Model

Table 1. Test Results of Multiple Linear Regression Model

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,629	,692		,909	,364
	Harga	,289	,064	,286	4,483	,000
	Promosi	,349	,065	,304	5,395	,000
	KualitasProduk	,333	,060	,311	5,546	,000

The meaning of the above equation is:

Purchase Decision = 0.629 + 0.289 Price + 0.349 Promotion + 0.333 Product Quality Based on the table, the multiple linear regression equation in this study is as follows:

1. The value of the regression constant is 0.629, which means that if the price, promotion and product quality increase by 1 percent, the purchasing decision will increase by 0.629 units.
2. The price regression coefficient is positive 0.289, which means that every 1 percent increase has an effect on increasing the Purchase Decision by 0.289 units with the assumption that there is no change in other factors.
3. Promotion regression coefficient is positive 0.349 meaning that it shows that every 1 percent increase has an effect on increasing purchasing decisions by 0.349 units with the assumption that there is no change in other factors.
4. Product Quality regression coefficient is positive 0.333 meaning that it indicates that every 1 percent increase has an effect on increasing purchasing decisions by 0.333 units with the assumption that there is no change in other factors.

3.2 Coefficient of Determination (R^2)

A low value of R^2 implies a limit to the number of independent variables that can be modified. As a value approaches it, the independent variable provides most of the important information about changes in the dependent variable.

Table 2. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,828 ^a	,685	,682	2,442

The results of the coefficient of determination test show that R Square is 0.685, indicating that the price, promotion, and product quality variables can explain 68.5 percent of the variance in the purchasing decision variable, with the remaining 31.5 percent explained by independent factors not examined in this study.

3.3 Simultaneous Hypothesis Testing (F Test)

Table 3. Simultaneous Testing (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3645,751	3	1215,250	203,797	,000 ^b
	Residual	1675,618	281	5,963		
	Total	5321,368	284			

The data from the test results revealed that the simultaneous test found that the fcount value with a value of 203.8 of less than ftable of 2.64 and has a significant level of 0.00, which is less than 0.05. If the calculation exceeds ftable and the significance threshold is less than 0.05, it is indicated that price, marketing, and product quality all have a simultaneous influence on purchasing decisions.

3.4 Partial Hypothesis Testing (T Test)

Table 4. Partial Testing (T Test)

Model		Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error	Beta			
					Coefficients ^a		
1	(Constant)	,629	,692		,909	,364	
	Harga	,289	,064	,286	4,483	,000	
	Promosi	,349	,065	,304	5,395	,000	
	KualitasProduk	,333	,060	,311	5,546	,000	

1. t value count the price variable is 4.483 and the table value is 1.64, both with significant 0.000, the hypothesis is accepted. Thus, it can be concluded that the price variable has a significant influence on purchasing decisions.
2. t value count promotion variable is 5,395 with t valuetable1.64 and significant 0.000 < 0.05. so that the hypothesis is accepted, it can be concluded that the Promotion variable has a significant effect on purchasing decisions.
3. t value count product quality variable is 5.546 with t valuetable1.64 and significant 0.000 < 0.05. Thus, the hypothesis is accepted with the conclusion that a Product quality has an influence significant on buying decision.

4. CONCLUSION

The results of the analysis test show that the pricing variable has a positive and significant influence on purchasing decisions. Price is the main consideration that is evaluated by consumers when making a purchase. Consumers are interested in competitive and relatively low costs in accordance with the desired quality of goods. Smartfren data package prices are competitive with other data package markets with comparable product quality. This research is in line with research conducted by [10], and [11], Consumer purchasing choices are influenced by price. This is because when buying a product, people always want to feel that they are getting a good deal. Customers have expectations for the value of goods to be used as criteria for achieving high value, by because it affects purchase options.

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The analysis test shows that the Promotion variable has a positive and significant effect on the Purchase Decision. The ability to promote goods is an important part of marketing that organizations should consider when promoting their products. The greater the number of advertisements for a product, the greater the number of consumer purchases. Promotional activities not only serve as a method of communication between a company and its customers, but also as a tool to persuade customers to buy or use goods that meet their requirements and aspirations. This research is in line with research conducted [5], and [12], Promotion evolves into educating, convincing, and reminding clients about the company and its marketing mix. Once customers find out about a new product, it is expected that they will be influenced and convinced to switch to a given product, and the company will only remind them that the product is still safe to use.

The results of the analysis test show that the Product Quality variable has a positive and significant effect on purchasing decisions. Product quality is closely related to purchase choices, because product quality is one of the factors that consumers check when making a purchase. Good quality will lead to customer happiness, which will make customers loyal to the product. By paying attention to the quality requirements of today's market, the company will be able to supply quality according to the wishes and demands of customers. This is done to ensure that the quality of the company is not inferior to its competitors. This research is in line with research conducted by (Ayuk et al., 2019), the greater the level of quality of a product, the higher the level of purchases made by customers. Product is everything that is possible to offer

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