The Influence of Brand Image, Price, and Product Quality on Consumers' Interest to Buy on Smartfren Quota Card in Rantauprapat

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Abstract

This study aims to analyze the effect of brand image, price and product quality on consumer buying interest on Smartfren quota cards in Rantauprapat. The research method used in this research is quantitative. In this study, the population is Smartfren Rantauprapat Quota Card consumers how much is unknown. The research sample using the incidental sampling technique is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. This study uses a non-probability sampling technique because the population size is unknown, and purposive sampling is used as a sampling technique. Because the number of members of the population is not known with certainty, the sample size is calculated by the Cochran formula with a sample of 96 people. Data collection techniques used were observation, documentation studies and questionnaires. The method of analysis of this research is multiple linear regression with the SPSS program. The results of the study prove that brand image has a positive and significant effect on consumer buying interest on the Smartfren Quota Card in Rantauprapat. Price has a negative and significant effect on Consumer Purchase Interest on Smartfren Quota Cards in Rantauprapat. Product quality has a negative and significant effect on consumer buying interest on Smartfren Quota Cards in Rantauprapat. Brand Image, Price and Product Quality simultaneously have a positive and significant effect on Consumer Purchase Interest on Smartfren Quota Cards in Rantauprapat. The coefficient of determination of 0.375 means that Consumer Purchase Interest can be explained by the variables Brand Image (X1), Price (X2) and Product Quality (X3) of 37.5 %, while the remaining 62.5% can be explained by other variables not examined in this study. this research.

Keywords: Brand Image Price; Product Quality; Consumer Purchase Interest.

1. Introduction

Economic developments are increasingly making business competition (Muliyanti & Kaukab, 2020). With this phenomenon, companies must always keep abreast of changes, both in the political, economic, social and cultural fields so that they are able to compete. Companies must try to win the competition, therefore the product must be unique from the others in order to win market share. The emergence of many industries that have emerged at this time, ranging from small to large companies, thus increasing the intense competition. At that time the company had difficulty understanding and determine consumer desires, because in each individual there are different desires.

In this era of globalization, business competition has become very sharp, both in the national market and in the international market, resulting in competition in offering quality products at competitive prices in the market. Based on the increasing level of people's lives, the people's need for goods will also increase. This has an influence on their behavior in choosing the goods they will buy or what they think is the most appropriate and can really fulfill their needs and desires (Kaura et al., 2015).

One of the products that people need now is internet service. Advances in internet technology have changed the way people see the environment around and in the world in the era of globalization, information and communication technology is something that cannot be separated from people's lives and has become one of the important needs to

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support activities, including to communicate without distance and time limitations, get the latest information, support business activities, and so on (Ali et al., 2016).

A company must be able to provide better quality products, lower prices, and better service than its competitors. Even though they have the same function, namely providing internet services, they must have their own advantages which can increase consumer interest in choosing which one is better (Agesti Kurniawan, 2014).

The need for consumers to access data with easy and flexible devices has become a reality that the telecommunication industry cannot ignore. The rapid development of telecommunication technology in Indonesia has made mobile internet an important requirement for various segments of society, where the need for This mobile internet is driven by trends and lifestyles of the Indonesian people themselves. According to data from the Opera Mediaworks and Mobile Marketing Association (MMA) in 2022, Indonesia is one of the Asia Pacific countries showing significant growth in the use of mobile internet devices. Up to 93.16 %. Seeing the opportunity for the large number of internet users in Indonesia, especially the need for internet mobile internet, many companies provide mobile internet services or are referred to as Mobile ISPs (Internet Service Provider Mobile). Some of these companies include Smartfren, Telkomsel, XL Axiata, Indosat Ooredoo, and Tri '3'.

Table 1. Simcard Top Brand Index Table on 2022

Brand	TBI	TOP
Telkomsel	34.6 %	TOP
Indosat	13.6 %	TOP
XL Prepaid	13.4 %	TOP
Tri '3'	9.4 %	
Smartfren	8.1 %	

Source : http://www.topbrand-award.com

Based on the table 1, it can be seen that the Telkomsel brand still occupies the first position with a top brand index of 34.6%, then Smartfren is ranked last with a top brand index of 8.1% and is not included in the Top Brand category. So it can be concluded that Smartfren is not a Simcard brand that is included in the TOP category, because to enter the TOP category a brand must have a minimum TBI of 10%.

The assessment of the top brand award is reviewed from three aspects of assessment, namely top of mind last used, and future intentions. The results of the Top Brand Index can be used as a reference whether a product on the market has a good marketing and sales reputation.

Phenomenon brand image is that the smartfren quota card product is still underdeveloped and there is a lack of consumer interest in the Rantauprapat smartfren quota card the price phenomenon is that the price is relatively expensive with a network that is still not strong enough. The phenomenon of product quality, namely products and networks that are still not good enough compared to other competitors' quota cards.

2. Literature Review

Definition of buying interest according to (Philip Kotler & Keller, 2012) is behavior that appears in response to objects that indicate the desire of consumers to make purchases. Purchase intention is a behavior that exists in consumers that comes from consumers' sense of confidence in a product or service offered by business actors to consumers (Tinambunan et al., 2021). According to (Schiffman & Kanuk, 2008) indicators of purchase intention are explained by several components, namely: 1) Interested in finding information about the product, 2) Considering buying, 3) Interested in trying, 4) Wanting to know the product, 5) Wanting to own the product.

A brand is a distinguishing name or symbol (such as a logo, stamp or packaging) to identify the goods or services of a particular seller or group of sellers and differentiate them from competitors' goods and services. Brand image is the perception and belief held by consumers, as reflected in consumer memory. An established brand has a higher sales position in competition when it is supported by strong associations (Phillip Kotler & Keller, 2016). According to (Luong et al., 2017) there are 3 brand image indicators: 1. Corporate Image (image of the maker), 2. User Image (image of the user), 3. Product Image (product image).

Price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain the benefits of having or using a product or service (Phillip Kotler & Keller, 2016). Prices are all forms of

monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Asti & Ayuningtyas, 2020). According to Phillip Kotler & Keller, (2016) There are four indicators that characterize price, namely: 1. Price affordability, 2. Price compatibility with product quality, 3. Price compatibility with benefits, 4. Price according to ability or price competitiveness.

According to Phillip Kotler & Keller, (2016) that product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. According to (Tjiptono, 2019) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want. According to Setyarko, (2016) product quality consists of several indicators, namely: 1. Performance (performance), is an element of product quality that is directly related to how a product can carry out its functions to meet consumer needs. 2. Reliability (reliability), is the durability of the product during consumption. 3. Features, are secondary functions added to a product. 4. Durability, indicating a measurement of the product cycle, both technically and in time.

Based on the literature review, the conceptual framework can be contained in the research conducted on the Smartfren Quota Card in Rantauprapat, as follows:
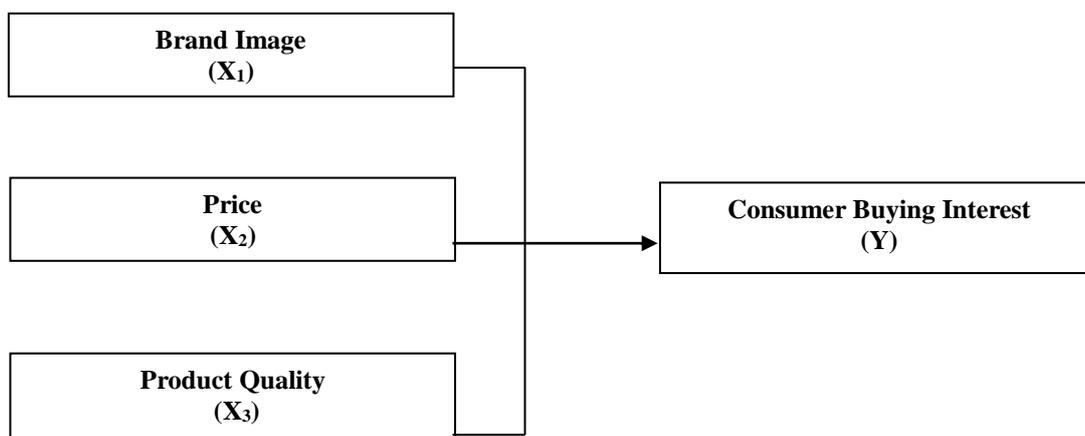

Figure 1. Conceptual framework

3. Research Method and Materials

This research was conducted on Rantauprapat smartfren quota cards , using quantitative methods. According to Sugiyono, (2017) population is a generalization area consisting of objects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are buyers/consumers who have made purchases on Rantauprapat smartfren quota cards , whose numbers are unknown and can be said to be in the infinite category. According to Sugiyono, (2017) sample is part of the number of characteristics possessed by the population. Sampling used in this study is incidental sampling . Incidental sampling is a sampling technique based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. This study uses a non-probability sampling technique because the population size is unknown, and purposive sampling is used as a sampling technique. Because the population of members is not known with certainty, the sample size is calculated using the Cochran (Sugiyono, 2017):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2}$$

$n = 96.04$

Information:

n = sample
z = price in the normal curve for a deviation of 5%, with a value of 1.96
p = 50% correct chance = 0.5
q = 50% chance of being wrong = 0.5
e= margin of error 10%

From the calculation, the sample taken in the study was obtained at 96.04, then the number was rounded up to 96 respondents. The data in this study were collected by means of interviews, observation, and direct distribution of questionnaires given to consumers on Rantauprapat smartfren quota cards, which were then tested through several analytical techniques as follows: 1) Classical assumption test, the classical assumption test was carried out normality test, heteroscedasticity test, and multicollinearity test; 2) Multiple linear regression test, using a linear equation:

$$Y = a + b_1 X_1 + b_2 x_2 + b_3 X_3$$

With the following information: Y = Consumer Purchase Interest; a = constant; b_1, b_2, b_3 = coefficient of each variable, X_1 = Brand Image, X_2 = Price, X_3 = Product Quality; 3) Test the hypothesis, consisting of a t test (partial) which is used to analyze the partial effect between the independent variables and the dependent variable, and the F test (simultaneous) which is used to analyze the simultaneous effect of the independent variables on the dependent variable. 4) The coefficient of determination, used to measure the model's ability to explain variations in the dependent variable. To facilitate the research process, IBM SPSS Software is used as an analytical tool in processing data in research.

4. Results and Discussion

4.1. Results

The validity test of the research variables has significant criteria according to the value of table r. The validity test in this study was carried out to all respondents who had been determined. Ghozali, (2016) stated that the validity test was used as a measure of whether a questionnaire was declared valid or not with a value of 0.300. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object.

Table 2. Validity Test Results

Variable	Indicator	Pearson Correlation	Table Value Measurement r	Status
Brand Image (X1)	Corporate Image (creator image)	0.544	0.300	Valid
	User Image (user image)	0.428	0.300	Valid
	Product Image	0.527	0.300	Valid
Price (X2)	Price affordability	0.416	0.300	Valid
	Compatibility of price with product quality	0.626	0.300	Valid
	Price compatibility with benefits	0.642	0.300	Valid
	Prices according to ability or price competitiveness	0.572	0.300	Valid
Product quality (X3)	Performance	0.467	0.300	Valid
	Reliability (reliability)	0.489	0.300	Valid
	Features	0.694	0.300	Valid
	Durability (endurance)	0.471	0.300	Valid
Consumer Buying Interest (Y)	Interested in finding information about the product	0.513	0.300	Valid
	Consider buying	0.529	0.300	Valid
	Interested to try	0.457	0.300	Valid
	Want to know the product	0.532	0.300	Valid
	Want to own a product	0.597	0.300	Valid

Sugiyono, (2017) argued that the reliability test was carried out to find out the results of consistent measurements if the measurement of the same measuring instrument was carried out, an indicator in the questionnaire was acceptable if the alpha coefficient had a value of > 0.6.

Table 3. Reliability Test Results

Variable	Cronbach Alpha (CA)	Status
Brand Image	.658 _	Reliable
Price	0.779	Reliable
Product quality	0.743	Reliable
Consumer Buying Interest	0.793	Reliable

Table 2 and Table 3 show that all statement items are valid and reliable. The next test uses the classic assumption test with normality. The normality test for this study is contained in the One-Sample Kolmogorov-Smirnov Test (Table 4).

Table 4. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Absolute
N		96
Normal Parameters [a,b]	Means	1.8512
	std. Deviation	1.20821
Most Extreme Differences	absolute	.110
	Positive	.110
	Negative	-.063
Test Statistics		.110
asymp. Sig. (2-tailed)		.106 [c]
a. Test distribution is Normal.		
b. Calculated from data.		
c . Lilliefors Significance Correction.		

Kolmogorov-Smirnov method with a significance value of 0.106 where the result is greater than the 0.05 significance level. So it can be concluded that the normality tests in this study were normally distributed. The following is a normality test using the Histogram chart.
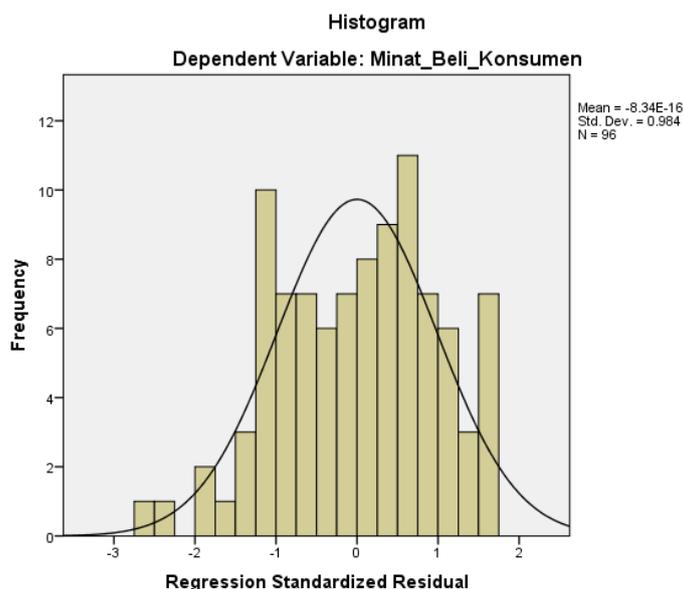

Figure 2. Histogram

In Figure 1, the data has shown a normal curve that forms a perfectly concave shape. It can be said to be normal if the line has formed a concave upward like the picture. The following is a normality test using a p-plot graph. The results of the multicollinearity test in this study are contained in Table 5.

Table 4. Multicollinearity Test Results

	Coefficients ᵃ						
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	21,194	3,655		5,799	.000		
Brand Image	.532	.200	.257	2,655	.009	.984	1,245
Price	.219	.105	.204	2095	039	.983	1.017
Product quality	.232	.108	.209	2.144	.035	.983	1.017
a. Dependent Variable: Consumer Purchase Intention							

Table 5 shows that the three independent variables have VIF values <10 and tolerance values > 0.1 , which means that the data in this study experience multicollinearity. Testing the classical assumptions with the heteroscedasticity test in this study can be contained in Figure 2.
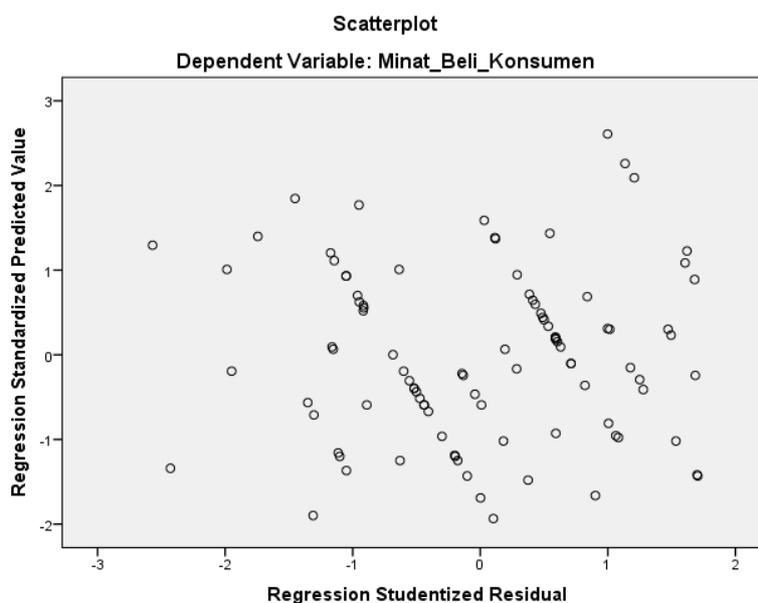

Figure 2. Scatterplot Graph

Based on Figure 2, it can be stated that the data from this study spread above and below the number 0 on the Y-axis, and did not form a clear pattern, so that the data did not experience symptoms of heteroscedasticity. The results of the research analysis by testing multiple linear analysis can be contained in Table 6.

Table 6. Multiple Linear Analysis Results

	Coefficients ᵃ				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	std. Error	Betas	Q	Sig.
1 (Constant)	21,194	3,655		5,799	.000
Brand Image	.532	.200	.257	2,655	.009
Price	.219	.105	.204	2095	039
Product quality	.232	.108	.209	2.144	.035
A. Dependent Variable: Consumer Purchase Intention					

The multiple linear regression equation is obtained as follows: $Y = 21,194 + 0.532 X_1 + 0.219X_2 + 0.232X_3$ Table 5 explains that the value of B on Brand Image (B_1) is 0.532. Price value (B_2) of 0.219. Product Quality Value (B_3) of 0.232. The description of the multiple linear regression equation shows that the variable has a coefficient direction which is positive towards Consumer Purchase Interest.

To test the research hypothesis, the t test can be used. This test was conducted to analyze the effect of the independent variables namely Brand Image (X_1), Price (X_2) and Product Quality (X_3) partially on the dependent variable, namely Consumer Purchase Interest (Y). As for determining the t table value, the following equation can be used: df = nk-1 = 96-4-1 = 91. After being calculated using this equation, the t table value is 1,662. The results of the t test can be contained in Table 7.

Table 7. The t Test Results (Partial)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	Q	Sig.
1	(Constant)	21,194	3,655		5,799	.000
	Brand Image	.532	.200	.257	2,655	.009
	Price	.219	.105	.204	2095	039
	Product quality	.232	.108	.209	2.144	.035
A. Dependent Variable: Consumer Purchase Intention						

Based on Table 7, it can be seen that the results of the regression analysis obtained a t-value of 2,655 > t table 1.662 this means that the Brand Image variable (X_1) has a positive effect on the Consumer Purchase Interest variable (Y). Then the significant value is 0.000 < 0.05, which means that the Brand Image variable (X_1) has a positive and significant effect on the Consumer Purchase Interest variable (Y). Based on the results of the regression analysis, it was obtained that the t value was 2.095 > t table 1.662. This means that the price variable (X_2) has a positive and significant effect on the consumer buying interest variable (Y). Then the significant value is 0.039 < 0.05 which means that the price variable (X_2) has a significant effect on the consumer buying interest variable (Y). Furthermore, the results of the regression analysis obtained a t value of 2.144 > t table 1.662. This means that the Product Quality variable (X_3) has a positive effect on the Consumer Purchase Interest variable (Y). Then the significant value is 0.035 <0.05, which means that the Product Quality variable (X_3) has a positive and significant effect on the Consumer Purchase Interest variable (Y).

The F test was conducted to test the independent variables namely Brand Image (X_1), Price (X_2) and Product Quality (X_3) simultaneously having a significant relationship or not to the dependent variable namely Consumer Purchase Interest (Y). As for determining the value of F table, the following equation can be used: df = k; n − k = 5; 96-4 = 5; 92. After calculating using this equation, F table = (5; 91) then the value of F table is 2.486. The results of the F test in this study can be contained in Table 8.

Table 7. F test results

		Anova ^a				
Model		Sum Of Squares	Df	MeanSquare	F	Sig.
1	Regression	76,321	3	25,440	5005	.003 ^b
	residual	467,668	92	5,083		
	Total	543,990	95			
A. Dependent Variable: Consumer Purchase Intention						
B. Predictors: (Constant), Product Quality, Brand Image, Price						

Table 8 shows the calculated F value of 5,005 > F table 2.486 with a significance value of 0.000 < 0.05 . From these results, it can be concluded that Brand Image (X_1), Price (X_2) and Product Quality (X_3) simultaneously have a positive and significant effect on Consumer Purchase Intention (Y).

The coefficient of determination was carried out to analyze the contribution of the independent variables, namely Brand Image (X_1), Price (X_2) and Product Quality (X_3) to the dependent variable, namely Consumer Purchase Interest (Y). The results of the test for the coefficient of determination can be contained in Table 9.

Table 9. Determination Coefficient Test Results

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.375 [a]	.140	.112	2,255
a. Predictors: (Constant), Product Quality, Brand Image, Price				

Source: Research Data Processing, 2023.

R value of analysis of the coefficient of determination of 0.375 means that Consumer Purchase Interest can be explained by the variables Brand Image (X 1), Price (X 2) and Product Quality (X 3) of 37.5%, while the remaining 62.5% can be explained by other variables not examined in this study.

4.2. Discussion

The calculated t value is 2,655 > t table 1.662 this means that the Brand Image variable has a positive effect on the Consumer Purchase Interest variable. Then the significant value is 0.000 < 0.05, which means that the Brand Image variable has a positive and significant effect on the Consumer Purchase Interest variable. A brand is a distinguishing name or symbol (such as a logo, stamp or packaging) to identify the goods or services of a particular seller or group of sellers and differentiate them from competitors' goods and services (Fadhilah et al., 2021; Pohan, 2022).The results of this study are in line with the results of previous research conducted by Hofferber et al., (2016) concluded that brand image has a positive and significant effect on consumer buying interest on the Smartfren Quota Card in Rantauprapat .

The calculated t value is 2,095 > t table 1,662. This means that the price variable has a positive effect on the consumer buying interest variable. Then the significant value is 0.039 <0.05 , which means that the price variable has a positive and significant effect on the consumer buying interest variable. Price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain the benefits of having or using a product or service (Phillip Kotler & Keller, 2016). The results of this study are in line with the results of previous research conducted by (Ariella, 2018) concluded that price had a positive and significant effect on consumer buying interest on the Smartfren Quota Card in Rantauprapat.

The t value is 2.144 > t table 1.662. This means that the Product Quality variable has a positive effect on the Consumer Purchase Interest variable. Then the significant value is 0.035 <0.05, which means that the Product Quality variable has a positive and significant effect on the Consumer Purchase Interest variable. According to Philip Kotler & Keller, (2012) that product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products (Hanum, Fauziah, 2023). The results of this study are in line with the results of previous research conducted by (Prasasti et al., 2021; Prayoga & Pohan, 2022) concluded that product quality has a positive and significant effect on consumer buying interest on the Smartfren Quota Card in Rantauprapat.

5. Conclusion

Based on the results and discussion, we conclude that:

a) Brand Image has a positive and significant effect on Consumer Purchase Interest on Smartfren Quota Cards in Rantauprapat.
b) Price has a positive and significant effect on Consumer Purchase Interest on Smartfren Quota Cards in Rantauprapat.
c) Product quality has a positive and significant effect on consumer buying interest on the Smartfren Quota Card in Rantauprapat.
d) Brand Image, Price , Location and Product Quality simultaneously have a positive and significant effect on Consumer Purchase Interest on Smartfren Quota Cards in Rantauprapat.

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