

The Effect of Product Difference and Prices on Purchase Decision Through Brand Image on Product Indihome Region Telecommunication Business Medan

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ABSTRACT

In this era of industrial revolution, it has changed many areas of human life. Currently the internet has become a necessity for many people, the benefits of the internet in general are to obtain unlimited broad information on individual, social and business or worker information that can be obtained through internet access. IndiHome is a telecommunications company authorized by PT. Indonesian Telecommunications. Officially, in 2015, Indihome was launched and became the main project of the company PT. Telkom Indonesia. Currently, Indihome has many branches, including in Medan City. The purpose of this study was to analyze the effect of product differentiation and price on purchasing decisions through brand image on Indihome products, the telecommunications business area of Medan. This type of research is associative research. The population as of December 2021 is 255,460 people. The sample size was determined using the Slovin formula so that a total of 400 people was obtained. The sampling technique in this study was non-probability sampling, namely accidental sampling. Data analysis was carried out through PLS-SEM using the SmartPLS program. The results showed that product differentiation, price and brand image each had a significant positive effect on purchasing decisions. Product differentiation and price have a significant positive effect on brand image. Indirectly product differentiation has a significant positive effect on purchasing decisions through brand image and price has a

significant positive effect on purchasing decisions through brand image.

Keywords: Product Differentiation, Price, Brand Image, Decision Purchase

INTRODUCTION

The era of the industrial revolution has changed many areas of human life. Currently the internet has become a necessity for many people, because recently the internet has been felt to have various significant benefits for mankind. The benefits of the internet in general are to obtain broad, unlimited information individually, socially and business or employee information that can be obtained through internet access. Access to internet information knows no geographical boundaries, race, ethnicity, culture, country, or economic class or other factors that usually hinder the exchange of ideas. From this limitless activity, the internet is able to create a unique community such as Facebook, Twitter, Instagram, YouTube which can be used as a means of doing business. Along with the development of internet technology, many telecommunications provider companies are trying their luck in this internet service business. These internet services are perceived as a potential business and generate profitable profits for the company.

In the midst of this competitive environment, companies must be able to provide internet network services that follow the current internet market conditions. This is because the changes made by the company to an internet network product are a benchmark in running an internet network business. These changes will make consumers more interested in using the internet network, both in terms of price, features, network quality and without quota limits. One of the existing internet providers, namely PT. Telkom Indonesia. 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. Telkom's majority shareholder is the Government of the Republic of Indonesia with 52.09%, while the remaining 47.91% is controlled by the public. Telkom shares are traded on the Indonesia Stock Exchange (IDX) with the code "TLKM" and the New York Stock Exchange (NYSE) with the code "TLK". PT. TELKOM Indonesia with one of its superior internet products, namely Indihome. Indihome Fiber is a leading digital service using fiber optic technology that offers Triple Play services. Bride and Ferrell (Sangadji, 2013) divided the factors that influence consumer behavior into three groups, namely personal factors, psychological factors, and social factors. Personal factors such as situational, race, gender, income, occupation and others. Psychological factors such as motives, perceptions, knowledge, attitudes and personality. Social factors such as family roles and involvement, reference groups, social class, and culture. As for the buying decision factors that are considered by researchers are product differentiation, price, and brand image. According to Kotler and Keller (2016), Differentiation is the act of designing a series of meaningful differences to differentiate a company's offer from competitors' offers. Differentiation strategy is a strategy that can maintain consumer loyalty where by using

the differentiation strategy, consumers get more value compared to other products. Product differentiation is one of the factors that influence purchasing decisions, Kotler and Keller (2016) say that product differentiation is one of the company's strategies to differentiate its products from competitors' products. competitor. Thus it can maximize total sales as a basis for entering and winning the competition. The company has used a product differentiation strategy to maximize sales, by providing its own features, variety, style and uniqueness of its products. Products that have different types that are unique and not easily imitated by competitors are considered to be able to strengthen consumer decisions to buy these products. According to Kotler and Armstrong (2016) Price is the only element in the marketing mix that generates revenue; all other elements represent costs. Price is also one of the most flexible elements of the marketing mix. Consumers in making decisions to buy a product offered are heavily influenced by their perceptions of price, product, promotion, place (marketing mix) that have been implemented by the company so far (Kotler and Armstrong, 2008). The relationship between price and purchase decision is that price influences consumer decisions in making purchases, the higher the price, the lower the purchase decision, conversely if the price is low, the higher the purchase decision (Kotler and Armstrong, 2008).

Brand image is a factor that influences purchasing decisions. Kotler and Armstrong (2008) suggest that a consumer's purchasing decision is to buy a preferred brand. Purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices (Kotler and Keller, 2016). Products with a good brand image provide a sense of comfort and a positive public view of the product brand so that product sales will increase. The better the image of a brand, the higher the consumer's decision to make a purchase (Kotler and Armstrong, 2008). Creating an impression is one of the basic characteristics of modern

marketing orientation, namely through giving more attention and creating a strong brand. The implications of this make the brand of a product create an image of the product itself in the minds of consumers and make it the basic motivation for consumers in choosing a product. Differentiation is one of the strategies implemented by the company so as to provide a competitive advantage, good differentiation not only makes the company's products different but also has more value and benefits than competing products. With differentiation, companies can have a competitive advantage in a certain time until competitors can imitate their market offers, so that companies need to carry out continuous differentiation so that companies always benefit from the differentiation they make and have a good product image in the minds of consumers because it always provides benefits. and better value than competitors' products. Positive or negative product image will affect customer loyalty to a product, so that the formation of a good product image in the minds of consumers is very important. Indeed, it is not an easy job to form a good product image, it takes hard and continuous effort to have a good product image, such as the image of a product owned by a market leader. Based on the data obtained through the pre-survey, it is known that the decision to purchase Indihome Witel Medan products is low. This is indicated by consumers disagreeing with the statement that they believe Indihome products are the best choice. Consumers feel competitors' products are more convincing to use. The results of the pre-survey of Indihome product differentiation are high but the decision to buy Indihome products is low. This shows that the varied features do not make consumers feel confident about Indihome products. The results of the pre-survey price for Indihome products are high but the decision to purchase Indihome products is low. This shows that the benefits obtained using Indihome do not make consumers feel confident about using Indihome products. The results of the pre-

survey of brand image of Indihome products are high but the decision to buy Indihome products is low. This shows that it is easy to remember Indihome products does not make consumers feel confident and satisfied when using Indihome products.

LITERATURE REVIEW

Product Differentiation

Product differentiation (Sudaryono, 2016) is the activity of modifying products to make them more attractive. Differentiation requires serious market research to be truly different, knowledge of competitors' products is also needed. Product differentiation usually only changes the character of the product slightly, between packaging and promotional themes without changing the physical specifications of the product, although that is permissible. Product differentiation is a company's efforts or actions to design or create a difference in its products (packaging, quality, brand or color), with the aim of differentiating offers from competitors in order to form the best value to customers to win sales competition. Differentiation as a way of designing meaningful differences to differentiate a company's offerings from those of its competitors. Differentiation strategy is a strategy that can maintain customer loyalty where by using the differentiation strategy, customers get more value compared to other products.

The purpose of the differentiation strategy is to develop the right positioning according to the wishes of the intended potential consumers. If the market sees a product as different from competing products, it will be easier to develop a marketing mix for that product. Successful product differentiation is differentiation that is able to shift the competitive basis from price to other factors, such as product characteristics, distribution strategy or other promotive variables. The downside of differentiation is the need for additional production costs and heavy advertising.

Price

According to Kotler and Armstrong (2008) price is "Price is the only element in the marketing mix that produces revenue; all other elements represent costs. Price is also one of the most flexible marketing mix elements. Unlike product features and channel commitments, prices can be changed quickly" the only element in the marketing mix that generates revenue; all other elements represent costs. Price is also one of the most flexible elements of the marketing mix. Unlike product features and channel commitments, prices can be changed on the fly. Price, value and utility (Manap, 2016), are interrelated concepts. What is meant by utility is an attribute attached to an item that allows the item to meet the needs, wants, and satisfy consumers. Value is the value of a product to be exchanged with other products. This value can be seen in barter situations, namely the exchange of goods for goods. Currently, our economy does not barter anymore, but uses money as a measure called price. So the price (price) is the value of an item expressed in money.

Brand Image

Neria (2012) stated that brand image is a consumer's perception about a brand, as reflected by the brand associations held in consumer memory. Which means that brand image is the consumer's perception of a brand as a reflection of the brand association that exists in the minds of consumers. Neria (2012), in a book he wrote stated that "brand image is a set of associations, usually organized in some meaningful way". Which means the brand image is a collection of associations that are organized into something meaningful. Brand image (Tjiptono, 2011), which is a description of consumer associations and beliefs about certain brands. A number of quantitative and qualitative techniques have been developed to help reveal consumer perceptions and associations with a particular brand, including multidimensional scaling, projection techniques, and so on.

Purchase decision

Purchase decisions according to Kotler and Armstrong (2012), purchase decision is an individual activity that is directly involved in obtaining and using the goods offered, meaning that purchasing decisions are individual activities directly involved in obtaining and using the goods offered. According to Peter and Olson (2013), purchase decision is a process done to combine all knowledge gained by consumers into a value of consideration that is useful in choosing two or more alternatives, so as to decide one of the products, meaning that the purchase decision is the process carried out to combine all the knowledge obtained by consumers into a useful consideration value in choosing two or more alternatives, so that they can decide on one product.

According to Engel et al (Sangadji, 2013: 332), "buying behavior is a process of decisions and actions of the organs involved in purchasing and using products". While Pride and Ferrell argue that consumer behavior is the buying behavior of final consumers, those who buy a product for personal use, not for business purposes or resale to other parties.

MATERIALS & METHODS

This research is associative research using a quantitative approach. The nature of associative research, namely research that connects two or more variables. This study aims to determine between two or more variables (Rochaety, 2007:17). This research was conducted at PT. Telkom Indonesia Medan. The population of this research is all consumers who use Indihome WITEL Medan services, which as of December 2021 totaled 255,460 people. The sample in this study is members of the population or all consumers who use Indihome WITEL Medan services. The number of samples can be determined by the Slovin formula. Where it is known that the number of samples is 400 respondents. The data analysis technique used to test the

hypothesis in this study is descriptive analysis and PLS analysis method.

RESULT

Results of Data Analysis

Table 1 Direct and Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Product difference (X1) -> Brand image (Z)	0,466	0,463	0,052	8,935	0,000
Product difference (X1) -> Purchase decision (Y)	0,344	0,349	0,063	5,464	0,000
Price (X2) -> Purchase decision (Y)	0,299	0,296	0,057	5,227	0,000
Price (X2) -> Brand image (Z)	0,490	0,494	0,052	9,479	0,000
Brand image (Z) -> Purchase decision (Y)	0,307	0,306	0,065	4,743	0,000
Product difference (X1) -> Brand image (Z) -> Purchase decision (Y)	0,143	0,141	0,032	4,435	0,000
Price (X2) -> Brand image (Z) -> Purchase decision (Y)	0,151	0,152	0,037	4,039	0,000

DISCUSSION

Effect of Product difference on Purchase decision

Based on the results of hypothesis testing, it shows that the product difference variable has a positive and significant effect on the purchase decision. This is evidenced by the significance value for the product difference variable of 0.000 with an alpha of 5%, namely ($p = 0.000 < 0.05$), meaning that product differentiation has a significant effect on purchase decision. If the product difference increases, this will increase the customer's purchase decision.

Kotler and Keller (2008) say that product difference is one of the company's strategies to differentiate its products from competitors' products. Differentiation is a way for companies to offer products that have competitive advantages, unique to differentiate the company's offer from competitors' offers. Thus it can maximize total sales as a basis for entering and winning the competition. The product difference dimension that contributes the most with a mean percentage of 4.38 is content, namely indicators that have varied features. These varied features are only owned by Indihome. These features include tv on demand, pause and rewind tv, personal video recording and more. The function of the product is not easy to short circuit, meaning that the modem device for Indihome services is not easy to short circuit because the modem is made in accordance

with good conditions at all voltages, both high and low. The second indicator that is strong in providing a significant positive influence on customers is that Indihome products are not easily short-circuited. The function of the product is not easy to short-circuit, meaning that the modem device for Indohome services is not easy to short-circuit because the modem is made in accordance with good conditions at all voltages, both high and low. The third indicator that is strong in giving a positive influence is that the product is resistant in bad weather, the tools used are not easily struck by lightning and in bad weather the tool does not easily weaken the Indihome network. This creates a feeling of wanting to choose Indihome products again for use in the future. This is in line with research conducted by Lusiana Pratiwi (2019), Mariana Rachmawati, Sendy Narulita, and Moch. Ilham Sidik NH (2019), Yusuf Nurzaini and Imroatul Khasanah (2018) and Dedi Sulistiyo Soegoto (2018) which states that product differences have an effect on positive and significant to purchase decision.

Effect of Price on Purchase Decision

Based on the results of hypothesis testing, it shows that the price variable has a positive and significant effect on the purchase decision. This is evidenced by the significance value for the product difference variable of 0.000 with an alpha of 5%,

namely ($p = 0.000 < 0.05$), meaning that price has a significant effect on the purchase decision.

The dimensions that make up price are value awareness, price awareness, sales offering, and price-quality relationship. From these dimensions it turns out to be able to provide a strong relationship in terms of influencing customers to decide to buy a product. The price dimension that contributes the most with a mean percentage of 4.39 is value awareness with the price indicator for Indihome products in accordance with the benefits, the price given by Indihome to be able to enjoy internet services is said to be not expensive enough and thus can satisfy Indihome customers.

Based on interviews conducted by researchers with respondents, it was found that respondents rated the price purchased in accordance with the facilities and quality provided by Indihome, product features in Indihome vary where features can access all types of digital TV broadcasts and can provide internet access speeds of up to with 300mbps. This is in line with research conducted by Abdul Rahman, Muhammad Asdar, Abdul Razak Munir (2021), Anggita Dian, Rokh Eddy Prabowo (2020), Mariana Rachmawati, Sendy Narulita, and Moch. Ilham Sidik NH (2019) and Muhammad Dody Darmawan (2018) which states that price has a positive and significant effect on purchase decisions.

Effect of Brand image on Purchase decision

Based on the results of the hypothesis test, it shows that the brand image variable has a positive and significant effect on the purchase decision. This is evidenced by the significance value for the product difference variable of 0.000 with an alpha of 5%, namely ($p = 0.000 < 0.05$), meaning that brand image has a significant effect on purchase decisions. If the brand image increases, it will increase the customer's purchase decision.

Based on research on the brand image variable that has been distributed to 400

respondents, it shows that most respondents agreed that 89.95% of respondents gave positive answers to the statements submitted regarding brand image, as in the statement that Indihome products have a wider network. Based on interviews conducted by researchers with respondents, it was found that respondents considered that the services provided to enjoy Indihome products were fast and satisfying. However, from the results of the answers of other respondents there were still 10.05% of the total respondents who stated negative answers.

This is in line with research conducted by Hasmia, Ilham Thaeif, Muhammad Hasan, Muhammad Dinar, Rahmatullah (2020), Mariana Rachmawati, Sendy Narulita, and Moch. Ilham Sidik NH (2019), Ian Antonius Ong and Drs. Sugiono Sugiharto, M.M (2013) and Desi Komala (2016) which stated that brand image has a positive and significant effect on purchase decisions.

Effect of Product difference on Brand image

Based on the results of hypothesis testing, it shows that the product difference variable has a positive and significant effect on brand image. This is evidenced by the significance value for the product difference variable of 0.000 with an alpha of 5%, namely ($p = 0.000 < 0.05$), meaning that product differentiation has a significant effect on brand image. If the product difference increases, it will increase the brand image.

Based on research on the product difference variable on the brand image variable which has been distributed to 400 respondents, it shows that 72% of respondents gave positive answers to the statements submitted, the respondents gave more dominant positive answers. Where according to respondents the differences between Indihome products and other brands are very different, where Indihome has varied features and very good durability. With these advantages that shape Indihome's image in the eyes of consumers, this will make consumers confident in

choosing Indihome as a home internet and cable TV service. This is in line with research conducted by Sujana, Yulia Nudinding and Ilham Wirakusuma (2016), Andi Amrullah Hamid (2022) and Evi Suwarni, Suharyono, Srikandi Kumadji (2018) which states that product difference has a positive and significant effect on brand image.

Effect of Price on Brand image

Based on the results of hypothesis testing, it shows that the price variable has a positive and significant effect on brand image. This is evidenced by the significance value for the price variable of 0.000 with an alpha of 5% ($p = 0.000 < 0.05$), meaning that price has a significant effect on brand image. If the price increases, it will increase the brand image. The perception that often applies is that high prices reflect high quality (Tjiptono, 2011). A good product name is usually considered by consumers that the product has been trusted by the wider community and has large consumers. A high price will form a high brand image. The dimensions that shape the price of the brand image are value awareness with appropriate product price indicators. From these dimensions it turns out to be able to provide a strong relationship. The dimension of product difference that contributes the most with a mean percentage of 4.29 is the price of the product in accordance with the quality with indicators, namely the price of the product in accordance with the quality. The function of the product price is in accordance with quality, meaning that the price given by Indihome to be able to enjoy internet services is said to be not expensive enough and that way it can satisfy Indihome customers.

Based on research on the product difference variable that has been distributed to 400 respondents, it shows that most respondents agreed that 74% of respondents gave positive answers to the statements submitted regarding product differences, such as in the various product feature statements at Indihome. Based on interviews conducted

by researchers with respondents, it was found that respondents considered that the product features at Indihome varied where features were able to access all types of digital TV broadcasts and were able to provide internet access speeds of up to 300 mbps so that respondents were satisfied with the services provided by Indihome. This is in line with research conducted by Rafael Billy Leksono, Herwin (2017), Noerchoidah (2013), and Muhammad Dody Darmawan (2018) which states that price has a positive and significant effect on brand image.

Effect of Product difference on Purchase decision through Brand image.

Based on the hypothesis test, it is known that the product difference variable has a positive and significant effect on the purchase decision variable through the brand image variable. This is evidenced by the significance value of 0.000 with an alpha of 5% ($p = 0.000 < 0.05$), meaning that product difference has a significant effect on purchase decisions through brand image. Aaker (2020) creating impressions is one of the basic characteristics of a modern marketing orientation, namely through giving more attention and creating strong brands. A strong brand is obtained from the diversity of product differences that are created. The implications of this make the brand of a product create an image of the product itself in the minds of consumers and make it the basic motivation for consumers in choosing a product.

In product difference, there are complex factors, namely a better description of a product and a complex product can distinguish how the product is different from competing products. Product difference is a motivating factor for consumers to stay in touch with companies so that more repeat purchases occur, customer loyalty and giving a positive brand image. Brand image that is well managed will produce positive consequences, such as increasing understanding of aspects of consumer behavior in making purchase decisions, enriching consumption

orientation towards things that are symbolic more than product functions, increasing consumer confidence in products, increasing sustainable competitive advantage, considering that technological innovation is very easy for competitors to imitate. This research is in line with research conducted by Komala (2016) and Yusnia, Burhanuddin (2020) which shows that product differences affect purchase decisions through brand image.

Effect of Price on Purchase decision through Brand image

Based on the hypothesis test, it is known that the price variable has a positive and significant effect on the purchase decision variable through the brand image variable. This is proven based on the significance value of 0.000 with an alpha of 5% ($p = 0.000 < 0.05$), meaning that price has a significant effect on purchase decisions through brand image. When a price has a high brand image that arises in the minds of consumers is the best and most famous product, it will increase the purchase decision for that product.

Price helps consumers to determine whether someone will buy an item or not. A company determines the value for profit of the products that the company sells. To determine the price of a product or service, there are several bases that must be considered. Price can be influenced by internal factors consisting of the company's goals in product marketing, the strategy used by the company in marketing the product, the costs incurred by the company to produce and market the product and employee financing and the methods used by the company to market the product and external factors that can be seen from the market model that the product will target, price competition with other products, as well as the environment that the product will target. Determining the price of a product or just depends on the goals of the company or seller who markets the product. This research is in line with research conducted by Rahman (2021) and Leksono

(2017) which shows that price has a positive and significant effect on purchase decisions through brand image.

CONCLUSION

Based on the results of the research and discussion that has been described previously, the conclusions that can be drawn are as follows:

1. Product difference has a positive and significant effect on purchase decisions for Indihome products in the Medan telecommunications business area.
2. Price has a positive and significant effect on purchase decisions in Indihome products in the Medan telecommunications business area.
3. Brand image has a positive and significant effect on purchase decisions in Indihome products in the Medan telecommunications business area.
4. Product difference has a positive and significant effect on brand image in Indihome products in the Medan telecommunication business area.
5. Price has a positive and significant effect on brand image on Indihome products in the Medan telecommunication business area.
6. Product difference has a positive and significant effect on purchase decisions through brand image on Indihome products in the Medan telecommunications business area.
7. Price has a positive and significant effect on purchase decisions through brand image on Indihome products in the Medan telecommunication business area.

Declaration by Authors

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