THE INFLUENCE OF PRICE, QUALITY, ADVERTISEMENT, AND BRAND AWARENESS TO CONSUMER BUYING BEHAVIOR OF '3' CELLULAR SERVICE PROVIDER IN MANADO

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ABSTRACT

Telecommunication industry in Indonesia has experienced a rapid development from the past years, as nowadays mobile phone is no longer a luxury product, but already a common product that is used by all ages as a necessity. The development of the mobile phone cannot be separated from the availability of the cellular service provider, because variety of features that are produced by mobile phone company will be useless if the cellular service provider does not provide the support services. '3' as one of the new cellular service provider that operate in Manado keeps increasing its service and also keep attracting new customers. This research is purposed to examine the consumer buying behavior of '3' cellular service provider in Manado, with price, quality, advertisement, and brand awareness as the variables. This research uses multiple regression model to answer the research problem. The population observed is people who use '3' as their cellular service provider in Manado with sample as many as 100 respondents. This research concludes that variables of price, quality, and brand awareness influence consumer buying behavior of '3' cellular service provider with price as the most influencing variable and advertisement does not influence consumer buying behavior of '3' cellular service provider.

Keywords: *price, quality, advertisement, brand awareness, consumer buying behavior*

INTRODUCTION

Research Background

Telecommunication industry in Indonesia has experienced rapid development from the past years. Large population and high economic growth in Indonesia offer big chance for telecommunication industry to evolve. Nowadays, mobile phone is no longer a luxury product but already a common product from children to adults as a necessity product. People from different location and time can easily communicate each other with the availability of telecommunication technology. The development of mobile phone cannot be separated with the availability of cellular service provider. Variety of features produced by mobile phone company will not be much useful if cellular service provider does not provide the support services.

The history of cellular service provider in Indonesia began on early 1980 when the service provider used was NMT (Nordic Mobile Telephone System) and AMPS (Advanced Mobile Phone Service) with the analog system and very limited network coverage. Then, around 1993 GSM (Global System for Mobile Communication) arrived with the digital technology. The presence of GSM eliminated the NMT and AMPS, because GSM used much more advanced technology with the better sound quality and wider network coverage. Due to the development of telecommunication industry in Indonesia, the GSM service provider also increasingly appeared. Began with Satelindo that started their service in 1993 as the first GSM operator service in Indonesia, followed by Telkomsel in 1995 and Exelcomindo (XL) in 1996. In 2007, Hutchinson enliven the mobile operator competition with 3 (three) and followed by Axis in 2008.

Each of cellular service providers set their own marketing strategy to attract the attention of customers. With tight competition among cellular service providers, each provider set its strategy carefully to meet customers needs and wants. Cellular service provider make great effort by setting up the price, increase service quality, and produce good advertisement to create brand awareness and attract customers as many as they can. In Manado, there are several GSM cellular service providers such as Telkomsel, Indosat, XL, 3, and Axis. ''3' as one of the newest cellular service provider in Indonesia keep increasing its services both in terms of price and network quality, also to keep attract new consumers. When it was first introduced in 2007, ''3' already gained 2,039 million users. In 2008, ''3' users have increased by 120% to 4,501 million users and in 2012, ''3' has already around 14 million users.

Research Objectives

The objectives of this research are to analyze the influence of :
1. Price, quality, advertisement, and brand awareness to consumer buying behavior of ''3' cellular service provider in Manado simultaneously
2. Price to consumer buying behavior of ''3' cellular service provider in Manado
3. Quality to consumer buying behavior of ''3' cellular service provider in Manado
4. Advertisement to consumer buying behavior of ''3' cellular service provider in Manado
5. Brand awareness to consumer buying behavior of ''3' cellular service provider in Manado

THEORETICAL FRAMEWORK

Theoretical Framework

Price and Consumer Buying Behavior

The price of a product is an important factor for consumer in their buying process. Price sensitivity is an important aspect in the market today, as an average consumer would definitely prefer a product that is cheaper than a product which is above the budget (Agarwal and Aggrawal, 2012).

Quality and Consumer Buying Behavior

The quality of product is a very important part in attracking consumers. Some consumer sometimes prefer the good quality product without consider other aspects. Rajput et al. (2012) state that the quality of the product you produce, that will lead to a successful outcome in the long run for every business in the world.

Advertisement and Consumer Buying Behavior

Advertisement is a way to make the consumer know and understand about a product or service. According to Solomon (2011) if the consumer like the advertisement and he express his feelings it means that he is communicate and deliver his needs and want to the marketer.

Brand Awareness and Consumer Buying Behavior

Brand awareness refers to the ability of a the potential consumer to recognize a brand. When consumers want to purchase a product or service, and a brand name come to their minds by itself, it can be said that the product or service has high brand awareness. It is important for the potential consumers to be aware of a product so that it can become one of the purchasing process (Fouladivanda et al, 2013).

Previous Research

Rajput et al. (2012) found examined the relationship between consumer buying behavior, product price, product quality, and indicated that there is a significant and positive relationship between price and buying behavior but there is a negative relationship between quality on buying behaviour. Nazi et al. (2012) investigated effective advertisement and its influence on consumer buying behaviour, and found that there is positive relationship of emotional response with consumer buying behaviour where consumer purchase the product from which consumer are emotionally attached, and the attachments are created through advertisement as audio, video, and text form which appeals to the customer. Fouladivanda et al. (2013) analyzed the effect of

brand equity on consumer buying behavior and found that brand awareness, brand loyalty, perceived quality, and brand association have significant impact on consumer buying behavior. Hsin et al. (2009) examined the impact of brand awareness on consumer purchase intention found that brand identity and brand recall are positively related to purchase intention. In other words, the higher the brand awareness, the higher the purchase intention. Hasan et al. (2013) examined factors influencing consumers mobile phone operators choice and change behaviour and found that the customer give more importance on the strong and wide network coverage, call charge, and faster internet connection while select and purchase mobile phone operator services.
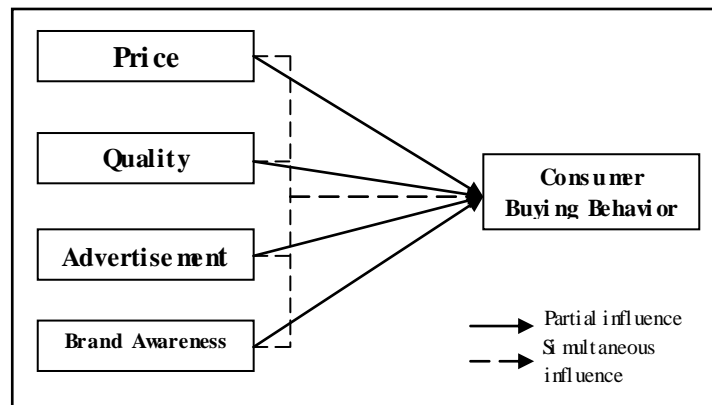

Figure 1. Conceptual Framework

Research Hypothesis

The hypotheses of this research are:
- H1 : Price, Quality, Advertisement, and Brand awareness influence customer buying behavior of ''3' cellular service provider in Manado simultaneously
- H2 : Price influence customer buying behavior of ''3' cellular service provider in Manado partially
- H3 : Quality influence customer buying behavior of ''3' cellular service provider in Manado partially
- H4 : Advertisement influence customer buying behavior of ''3' cellular service provider in Manado partially
- H5 : Brand awareness influence customer buying behavior of ''3' cellular service provider in Manado partially

RESEARCH METHOD

Types of Research

Type of this research is associative research where the purpose is to determine whether one variable causes another variable to occur or change. The independent variables of this research are price, network coverage quality, advertisement, and brand awareness, and the dependent variable is consumer buying behavior.

Place and Time of Research

The research was conducted in Manado between June - July 2013. The questionnaires were distributed to the ''3' cellular service provider user in Manado, and the data collection and analysis process was taken around a month.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009: 262), and A sample is a subset of the population. It comprises some members selected from the population (Sekaran and Bougie, 2009: 263). The population of this research is the entire ''3' cellular service provider users in Manado with sample of 100 respondents among ''3' cellular service privider user in Manado, using purposive sampling.

Data Collection Method

The data used in this research consists of two types which are primary data through questionnaires and secondary data from documents or reports and other data relevant to this research.

Operational Definitions and Measurement of Research Variables

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Price (X1)	Price is the amount of money that customer spent to purchase a product or service	- Price of SIM Card - Call, and SMS/MMS charge - Internet package charge
Quality (X2)	Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. (Kotler and Keller, 2009: 169)	- Call and SMS network coberage quality - Internet network coerage quality - The features and bonuses offered
Advertisement (X3)	Advertising is a mass communication tools available to marketers which is a communication process, a marketing process, an economic and social process, a public relations process or an information and persuasion process (Ayanwale et al, 2005)	- The contain of advertisement - The message of advertisement - The number of advertisement appeared
Brand Awareness (X4)	Brand awareness reflects the salience of a brand in the consumers mind (Aaker, 1996)	- Brand recall - Brand recognition - Brand name
Consumer Buying Behavior (Y)	Consumer behavior is the study of the processes involved when individuals or group select, purchase, use, or dispose of product, services, ideas, or experience to satisfy needs and desires. (Solomon, 2011: 33)	- Choose the service to use - Keep using the service - Recommended to other

Source: Data Processed 2013

Instruments in this research measured by using Likert Scale, in which some questions with multiple answers will be given to the respondents. The Likert scale is design to examine how strongly subjects agree or disagree with statements on a five point scale, which are: 1. Strongly Disagree, 2. Disagree, 3. Neither Agree or Disagree, 4. Agree, 5. Strongly Agree.

Data Analysis Technique

Validity and Reability Testing

Validity testing is used to know whether the measurement tool that selected can measure what that supposed to be measured. Valid instrument means the measurement tools that used to get the data is valid. The instrument considered as a valid if the correlation coefficient between the score of one indicator and the total score of all indicators is positive and more than 0.3 ($r \geq 0.3$).

Reliability of a measure is an indication of the stability and consistency with wich the instrument measures the concept and helps to assess the ''goodness'' of a measure. Consistency indicates how well the items measuring a concept hang together as a set. Cronbach's Alpha is a reability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's Alpha is computed in terms of the average intercorrelations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability.

Multiple Regression Analysis

Multiple regression analysis is used in a situation where two or more independent variables is hypothesized to affect one dependent variable. In this research, multiple regression analysis is used to test the impact of each independent variable (price, network coverage quality, advertisement, and brand awareness) to the dependent variable (consumer buying behavior).
The formula is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

Where:

Y   = Customer Buying Behavior
X₁   = Price
X₂   = Network Coverage Quality
X₃   = Advertisement
X₄   = Brand Awareness
a   = the constant, when all the independent variables equal to 0
b   = the slope for each independent variable

RESULT AND DISCUSSION

Result

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the score of indicator is positive and more than 0.3 ($r \geq 0.3$). The result shows that price (.393), quality (.327), advertisement (.310), and brand awareness (.346). Since all correlation between variables is more than 0.3, then the instrument is valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Cronbanch Alpha that will show the instrument is reliable if the coefficient is more than 0.6. The value of Cronbach's Alpha is 0.670 which is more than 0.6. Therefore, the measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.590	.537		1.098	.275
	Price	.294	.118	.240	2.479	.015
	Quality	.169	.074	.213	2.271	.025
	Advertisement	.108	.101	.105	1.066	.289
	Brand Awareness	.229	.111	.201	2.060	.042

a. Dependent Variable: Consumer Buying Behavior
   Source: Data Processed 2013

The Equation is as follows:

$$Y = 0.590 + 0.294\ X1 + 0.169\ X2 + 0.108\ X3 + 0.229\ X4$$

The explanations of the equation are:

a. Constant 0.0590 shows the influence of price (X1), quality (X2), advertisement (X3), and brand awareness (X4) to consumer buying behavior (Y). It means that, when independent variables are constant (zero), consumer buying behavior (Y) as dependent variable is predicted to be 0.551.

b. 0.294 is the slope of price (X1) meaning if price is increasing while other variables are constant then consumer buying behavior is predicted to increase by 0.294.

c. 0.169 is the slope of quality (X2) meaning if quality is increasing while other variables are constant then consumer buying behavior is predicted to increase by 0.169.

d. 0.108 is the slope of advertisement (X3) meaning if advertisement is increasing while other variables are constant then Y consumer buying behavior is predicted to increase by 0.108.

e. 0.229 is the slope of brand awareness (X4) meaning if brand awareness is increasing while other variables are constant then consumer buying behavior is predicted to increase by 0.229.

Table 3. Table R and R^2

Model	R	R Square	Adjusted R Square
1	.516[a]	.266	.335

a. Predictors: (Constant), Price, Quality, Advertisement, Brand Awareness
b. Dependent Variable: Consumer Buying Behavior
   Source: Data Processed 2013

R and R^2 are used to see the relationship between independent and dependent variables. The value of R is 0.516 indicating a positive relationship between independent and dependent variable. The value of R^2 is 0.266 meaning price, quality, advertisement and brand awareness as independent variables are able to influence customer buying behavior as much as 26.6% while the rest 73.4% other factor is not included in this research.

Classical Assumption Tests

The Multicollinearity problem shows through the collinearity statistics, in the tolerance and variance inflated factors (VIF) table. If the tolerance value more than 0.10 and the VIF value less than 10, it indicates there is no multicollinearity. The tolerance value of price is 0.821, quality is 0.882, advertisement is 0.793, and brand awareness is 0.813 which are more than 0.10. The VIF value of price is 1.217, quality is 1.134, advertisement is 1.261, and brand awareness is 1.230 which are less than 10. So, the result of the tolerance and VIF value show that this research is free from multicollinearity. Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis. The patterns of the dots are spreading, and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression. Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. The dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Hypothesis Testing

Hyphothesis testing consist of F Test and T Test. F-test is used to determine the simultaneous effect, and T-test is used to determine the partial effect of each independent variable to dependent variable.

Table 4. F Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.486	4	2.122	8.606	.000[a]
	Residual	23.420	95	.247		
	Total	31.907	99			

a. Predictors: (Constant), Brand_Awareness, Quality, Price, Advertisement
b. Dependent Variable: Consumer_Buying_Behavior
 Source: Data Processed 2013

Table 4 shows that the degree of freedom 1 (df1) is 4 and the degree of freedom 2 (df2) is 95 with the level of significance is 0.05. The Fcount is 8.606 and the Ftable is 2.47. Therefore, Fcount (8.606) > Ftable (2.47). Since the Fcount is more than Ftable, the Ho is rejected and the Ha is accepted. So, the variables of price, quality, advertisement, and brand awareness simultaneously influence the dependent variable wich is consumer buying behavior.

Table 5, t Test Result

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.590	.537		1.098	.275
Price	.294	.118	.240	2.479	.015
Quality	.169	.074	.213	2.271	.025
Advertisement	.108	.101	.105	1.066	.289
Brand Awareness	.229	.111	.201	2.060	.042

a. Dependent Variable: Consumer Buying Behavior
Source: Data Processed 2013

The partial influence for each independent variable will be explained as follows:
1. Price and Consumer Buying Behavior. The table shows that Tcount value of price is 2.479, and Ttable with the level of significance 95% is 1.985. The result is Tcount (2.479) > Ttable (1.985), and because Tcount is more than Ttable, Ho is rejected and Ha is accepted. It means that price has significant influence to consumer buying behavior.
2. Quality and Consumer Buying Behavior. The table shows that Tcount value of quality is 2.271 and Ttable with the level of significance 95% is 1.985. The result is Tcount (2.271) > Ttable (1.985), and because Tcount is more than Ttable, Ho is rejected and Ha is accepted. It means that quality has significant influence to consumer buying behavior.
3. Advertisement and Consumer Buying Behavior. The table shows that Tcount value of advertisment is 1.066 and Ttable with the level of significance 95% is 1.985. The result is Tcount (1.066) < Ttable (1.985), and because Tcount is less than Ttable, Ho is accepted and Ha is rejected. It means that advertisement has no significant influence to consumer buying behavior.
4. Brand Awareness and Consumer Buying Behavior. The table shows that Tcount value of brand awareness is 2.060 and Ttable with the level of significance 95% is 1.985. The result is Tcount (2.060) > Ttable (1.985), and because Tcount is more than Ttable, Ho is rejected and Ha is accepted. It means that brand awareness has significant influence to consumer buying behavior.

Discussion

Price

The result of the multiple regression analysis shows that the value of significance obtained for price is 0.015 < α = 0.05. It means that price has significant influence to consumer buying behavior of ''3' cellular service provider user in Manado. The instrument that used to measure the price variable in this research is price of SIM card, the call, sms, and mms rates, and the internet package rates. Referring to the result, the contribution of price to consumer buying behavior of ''3' cellular service provider is considered significant by the ''3' user in Manado. The significant influence because the ''3' customers in Manado assume that ''3' has affordable price and rates. The price of the SIM card when first purchased is considered as affordable. Besides, the call, sms/mms, and internet package rates also very affordable for the customers.''3' has several packages to offer the customers. ''555 package' consist of 500 minutes call to 3 operator, 5000 sms to all operator and 3MB internet free for customers with Rp. 555,- per day. ''99 package' consist of 99 minutes call to all operator, 2.000 free sms to all operator with only Rp. 399,- and 5 MB free internet each day. ''Short call package' with Rp. 15,-/minute for call rates and Rp. 399,- for one sms, and then free 20.000 sms to all operator, and Rp. 399,- per day for 5 MB internet. ''3' also has Always On (AON) for internet package with only Rp. 10.000,- a month, Rp. 35.000,- 6 month, and Rp. 50.000,- a year for free internet limited to 10 sites. Other internet package such as 1 GB a month with Rp. 50.000,- and 2 GB a month with Rp. 75.000,-. The various and affordable package of ''3' compared with other cellular service provider made the customers choose and keep using ''3' as their cellular service provider.

Quality

The result of the multiple regression analysis shows that the value of significance obtained for quality is $0.025 < \alpha = 0.05$. It means that quality has significance influence to consumer buying behavior of ' '3' cellular service provider user in Manado. The instrument that used to measure the quality variable is the call, sms, and mms network coverage quality, the internet network coverage quality, and the features offered to customers, such as the internet package, bonus or free call and sms, etc. Referring to the result, the contribution of quality to consumer buying behavior of ' '3' cellular service provider is considered significant by the ' '3' user in Manado. The significance influence because ' '3' customers in Manado assumes that network coverage quality for call, sms, and internet is quite satisfactory, consider ' '3' as one of the newest cellular service provider that operate in Manado. The connection of ' '3' is overall good, although sometimes several connection problems happened. The features that offered to customers also attractive and satisfying, because ' '3' give a lot of bonus for call and sms, and various kinds of internet package for the customers. Those are some customers reason to purchase and keep using ' '3' as their cellular service provider. But there are also customers that suggest ' '3' to improve their network coverage quality both inside and outside Manado, expand their network especially in the remote area, and minimize the network problem.

Advertisement

The result of multiple regression analysis shows that the value of significance obtained for advertisement is $0.289 > \alpha = 0.05$. It means that advertisement has no significance influence to consumer buying behavior of ' '3' cellular service provider user in Manado. Advertisement cannot be used as the factor to measure the consumer buying behavior of ' '3' cellular service provider in Manado. The consumer thinks that the advertisement of ' '3' is not appeal to them and many consumers did not remember the 3 advertisement. In other words, the advertisement appeal, the message of advertisement, and the number of advertisement appear may not be the major factor to influence consumer buying behavior of ' '3' cellular service provider. The consumers of cellular service provider give more importance on the strong and wide network coverage, call charge, and faster internet features while choice, select, and purchase mobile phone operator services (Hasan et al, 2013: 165).

Brand Awareness

The result of the multiple regression analysis shows that the value of significance obtained for brand awareness is $0.042 < \alpha = 0.05$. It means that brand awareness has significance influence to consumer buying behavior of ' '3' cellular service provider user in Manado. The instrument that used to measure the brand awareness variable is the brand recall, when consumers see a product category and they can a recall a brand name exactly, and brand recognition, when consumers have ability to identify a brand when there is a brand cue, and brand name, which reflects the name of a product or service. Referring to the result, the contribution of brand awareness to consumer buying behavior of ' '3' cellular service provider is considered significant by the ' '3' user in Manado. The significance influence because the ' '3' customers in Manado assumes that ' '3' has good brand awareness among other cellular service provider. Brand recall of ' '3' is quite good, as some of the respondents can recall ' '3' exactly when they hear about cellular service provider category. Brand recognition of ' '3' among the customers is very good, because many can recognize ' '3' easily when they see the product cue such as the logo. And brand name of ' '3' is also very good, because many respondents think that ' '3' is a good and memorable brand name. The simplicity of the brand name, and the logo that very represent the brand name is one of the reason customers keep remember ' '3' as one of the cellular service provider.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research, it can be drawn conclusions as follows:

a. Price, Quality, Advertisement, and Brand Awareness are proved to have influence on Consumer Buying Behavior simultaneously.

b. Price which consists of SIM card price, call, sms and mms rates, and internet rates are proved to have influence on consumer buying behavior of ' '3' cellular service provider partially

c.   Quality which consists of call, sms, and mms network coverage quality, the internet network coverage quality, and the features offered to customers, such as the internet package, bonus or free call and sms, etc are proved to have influence on consumer buying behavior of ' '3' cellular service provider partially.

d.   Advertisement which consists of the advertisement appeal, the message of advertisement, and the number of advertisement appear are proved to have influence to consumer buying behavior of ' '3' cellular service provider partially.

e.   Brand Awareness which consists of brand recall, brand recognition, and brand name are proved to have significant influence to consumer buying behavior (Y) of ' '3' cellular service provider partially.

Recommendation

The recommendations are:

a.   The significant influence referred by price (X1), quality (X2), and brand awareness (X4) shows that those variables are considered as the significant factors that influence consumer buying behavior (Y) of ' '3' cellular service provider user in Manado. Therefore, it is recommended to ' '3' cellular service provider to maintain all good things related to variables, such as keep the affordable price for the customers, and keep improving the quality of service.

b.   Advertisement (X3) have to be monitored and reviewed all the things related to this variable, such as pay attention to the contain of advertisement, as consumers thinks that that the advertisement of 3 isn't interesting and others not remember the advertisement, so the consumers can understand and remember the message delivered by the advertisement, because based on this research advertisement does not have significant influence to consumer buying behavior of ' '3' cellular service provider user in Manado.

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