

THE INFLUENCE OF BRAND IMAGE AND ADVERTISING ON CONSUMER BUYING BEHAVIOR IN TELKOMSEL 4G PACKAGE PLAN

PENGARUH CITRA MERK DAN IKLAN TERHADAP PERILAKU PEMBELIAN KONSUMEN TERHADAP RENCANA PAKET TELKOMSEL 4G

By :
Frederik Jibrael Umboh¹
Maria V.J. Tielung²

^{1,2}*Faculty of Economics and Business,
International Business Administration (IBA), Management Program,
University of Sam Ratulangi Manado*

Email : ¹Fjumboh@gmail.com
²Mariatielung@gmail.com

Abstract: This research is about to analyze the influence of brand image and advertising on consumer buying behavior in Telkomsel 4G package plan. Consumer buying behavior plays an important role to increase sales of a company's product. In order to attract consumer buying behavior, company need to implement some strategies to increase their sales. Strategy that must be considered by Telkomsel to increase 4G users they are building a stronger brand image and massive promotion through their advertising so the consumers will more trust, know and use Telkomsel 4G network service. This research is a quantitative research and using multiple regression analysis. The respondent of this research are the users of Telkomsel 4G. These researches conclude that there is a significant influence of brand image and advertising on consumer buying behavior simultaneously and partially. This study suggests to Telkomsel management should further improve brand image and advertising to make the consumers attract and using Telkomsel 4G product.

Keywords: *consumer buying behavior, brand image, advertising*

Abstrak: Penelitian ini adalah untuk menganalisis pengaruh citra merk dan iklan terhadap perilaku pembelian konsumen dalam rencana paket Telkomsel 4G. Perilaku pembelian konsumen memainkan peran penting untuk meningkatkan penjualan produk sebuah perusahaan. Dalam rangka untuk menarik perilaku pembelian konsumen, perusahaan perlu menerapkan beberapa strategi untuk meningkatkan penjualan mereka. Strategi yang harus diperhatikan oleh Telkomsel untuk meningkatkan pengguna 4G adalah membangun sebuah citra merk yang kuat dan promosi besar-besaran melalui iklan mereka sehingga konsumen bisa lebih percaya, mengenal dan menggunakan sinyal internet Telkomsel 4G. Penelitian ini menggunakan metode kuantitatif dan menggunakan analisis regresi berganda. Responden penelitian ini adalah pengguna dari Telkomsel 4G. Penelitian ini menyimpulkan bahwa terdapat pengaruh yang signifikan dari citra merk dan iklan terhadap perilaku pembelian konsumen secara simultan dan parsial. Penelitian ini menyarankan manajemen Telkomsel sebaiknya lebih meningkatkan citra merk dan iklan untuk membuat konsumen tertarik dan menggunakan produk Telkomsel 4G.

Kata kunci: *perilaku pembelian konsumen, citra merk, iklan*

INTRODUCTION

Research Background

In our daily life, the act of communication is often done because communication is a very basic need for every human being. As social beings, humans always want to connect with other human beings. We want to know the surrounding environment even want to know what is happening within us. Curiosity is forcing the human to communicate.

Communication can also be through a communication tool. Communication tools certainly serve as a means of communication either unidirectional or bidirectional. This communication tool is usually used as an intermediary between one and another. Also launched a communication which is concerned apart (not knowing the distance and time). Communication tools that exist now is telephone, mobile phone, mass media or newspaper, television, personal digital assistant (pda), facsimile machine, radio, computer or laptop, tablet, internet network, microphone, radar, handy talky and modem. And in this era, communication tool most widely used is mobile phone.

And in this era, every being human needs to be connected with the others, including the people of Indonesia, so the communication devices such as mobile phone are important. Based on International Telecommunication Union, in 2000 the Indonesian cellular mobile telephone subscribers amounted to approximately 3.6 million. Based on the same source, in 2012 that number increased significantly to around 281.963.665.

The mobile phone user need provider companies that providing a network service. Provider companies in Indonesia that is, Telkomsel, Indosat Ooredoo, XL Axiata, Three, Smart, Fren, Ceria and Axis. Network service is growing fast, keep up with technology. Indonesia itself is now beginning to feel the presence of LTE 4G technology, though not comprehensive and yet easy to reach. The problem is, only the first level are held at a frequency of 900 MHz. 4G LTE networks are deployed by telecom operators Indonesia, Telkomsel, XL Axiata and Indosat Ooredoo also reach is still limited in some areas.

. Telkomsel is the operator who first tested LTE broadband network technology. Now Telkomsel 4G LTE has spread it is wings in Jakarta, Bali, Bandung, Surabaya, Medan, Makassar, Lombok, Manado, Batam, Balikpapan, Yogyakarta, Malang, Pekanbaru and Banjarmasin.). Telkomsel telecommunication company choose Manado, North Sulawesi, as the eighth city to be able to taste the 4G LTE service, on 9th October 2015. Telkomsel has a strong brand image in Indonesia, with the number of users reached around 143 million and Telkomsel advertisement spends up to 1.2 trillion Rupiah.

Research Objectives

The general objective of the research is to make analysis of brand image and advertising and how they influence consumer buying behavior in Telkomsel 4GLTE packaging plan. These specific objectives are to know;

1. The simultaneous influence of brand image and advertising on consumer buying behavior in Telkomsel 4G LTE Package Plan
2. The partial influence of brand image on consumer buying behavior in Telkomsel 4G LTE package plan.
3. The partial influence of advertising on consumer buying behavior in Telkomsel 4G LTE package plan.

THEORETICAL REVIEW

Marketing

Kotler and Keller (2012:27) defined that marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitability". Every company or organization really needs the profit, but they're also have to consider about the value that customer get in their product or services. Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal. McDaniel (2011:132) argue that marketing is activity, set of institutions, and

processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Consumer Buying Behavior

Kotler (2008:87) defined that consumer buyer behavior refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. Consumer buyer behavior is influenced by the buyer's characteristics and by the buyer's decisions process. The most important thing, which influence the individual behavior, is the consumer's family, social, and cultural environment. Consumer is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 1995).

Brand Image

Keegan, Moriarty and Duncan (1995) regarded brand image as consumers' overall impression on brands, including the recognition or discrimination of other brands, brand characters, and committed profits. Aaker (1996) defined brand image based on the functional profits and functioned brand image based on emotional profits and self-expression profits; the connection allowed the sustainable management of businesses and built higher relations with customers.

Advertising

Ayanwala et al, (2005) defines advertising as "a non-personal paid form where ideas, concepts, products or services, and information are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior". It is a mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future (Richards & Curran, 2002). Rafique (2012) argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles.

Previous Research

Malik et al. (2013) show that people is so conscious about the purchase decision regarding branded products. Brand image has significant positive influence and relationship with consumer buying behavior. Advertisement also has positive influence on consumer buying behavior. Abideen and Saleem (2012) Found that consumers purchase products in the areas of Islamabad, Rawalpindi and Lahore influenced by emotional response, rather that environmental response. Rehman et al. (2014) showed that advertising has positive and statistically significant effect on buying behavior, while, factors of rural areas have negative but statistically significant effect on buying behavior. Durrani et al. (2015) found that teenagers buying behavior is correlated and influenced by advertisement, brand loyalty and brand image.

Conceptual Framework

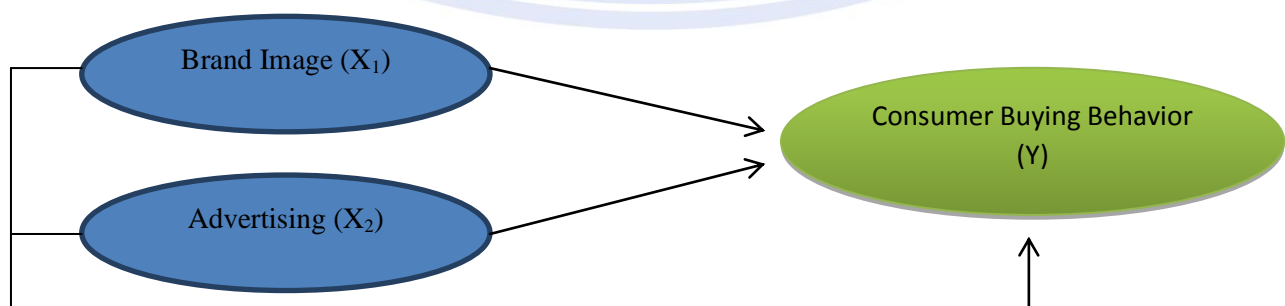


Figure 1. Conceptual Framework

Source: Data Processed, 2016

Research Hypothesis

Hypothesis is proportion of knowledge, which is based on theoretical framework, and as the temporary answer of research problem, which can be tested its truth based on empirical facts using statistical techniques.

H₁: Brand image and advertising influence on consumer buying behavior in Telkomsel 4G package plan simultaneously.

H₂: Brand image influence on consumer buying behavior in Telkomsel 4G package plan partially.

H₃: Advertising influence on consumer buying behavior in Telkomsel 4G package plan partially.

RESEARCH METHOD

Type of Research

This research is causal type of research that is conducted to investigate the influence of variables on consumer buying behavior. The data required in this research is quantitative data. This research used Multiple Regression Method to analyze the data.

Place and Time Reserach

This research will be conducted in manado and the time of research for about one month (June) 2016.

Population and Sample

Population is all members of a defined group that possess some common characteristic defined by the sampling criterion established by the researcher. The population in the research is all the user of Telkomsel 4G package plan.

Data Collection Method

The data used in this research consist of 2 types between primary data through questionnaire and secondary data taken from books, journal, and relevant literature from library and internet to understand the theoretical support in this research.

Operational Definition Measurement Of Research Variable

1. Brand image (X₁) is a name or sign that used by Telkomsel in order to make relationship with the consumer
2. Advertising (X₂) is a promotion that used by Telkomsel in order to make relationship with the consumer
3. Consumer buying behavior (Y) is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service in order to know if the Telkomsel brand image and advertising influential or not on consumer buying behavior to buy Telkomsel 4G package plan.

Data Analysis Method

Validity and Reability Test

To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. To analyze the reliability of questionnaire, Cronbach's Alpha is used. Reliability test is established by testing for both consistency and stability of the answer of question.

Multiple Regression Analysis Method

Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value more than X to estimate or predict corresponding Y value. The equation model of multiple regression analysis which used in this research can formulated as shown below:

Whereas: $Y = a + b_1X_1 + b_2X_2 + e$
 Y = Consumer Buying Behavior X₂ = Advertising
 a = Intercept e = Error
 b₁, b₂ = The regression coefficient of each variable
 X₁ = Brand Image

RESULT AND DISCUSION

Validity and Reability of the Research

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of Pearson Correlation above 0.3. The Correlation between brand image (0.905), advertising (0.888) with consumer buying behavior (0.968) show a positive relationship. Therefore, the data is considered as valid. Reliability test is to measure if one item of question was tested several times would give consistent value. Reliability analysis was using the Alpha Cronbranch Analysis. Based on the table above shows that the value of alfa cronbranch is 0.865, which means that it is above acceptance limit of 0.6, therefore, the research instrument for relationship among the variable indicates good consistency and the data is acceptable.

Multiple Linear Regression

Table 2. Multiple Linear Regression Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.462	.213		6.880	.000
	Brand_Image	.388	.047	.539	8.268	.000
	Advertising	.394	.051	.501	7.687	.000

a. Dependent Variable: consumer buying behavior

Source: SPSS data analysis, 2016

Recall that the Multiple Linear Regression model is used to determine the effect of several independent variables on a dependet variable. The computation was done by using SPSS 21 software. The computerized calcaultion ensures the accuracy of the analysis. From the result in the table above, the model define as:

$$Y = 1.462 + 0.388X_1 + 0.394X_2 + e$$

Testing the Godness of Fit:

Coefficients Of Multiple Correlation (R) and Coefficient of Determination (R²)

Table 3. R and R² Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.879	.873	.10016

Source: SPSS data analysis, 2016

The coefficient correlation (R) that shown on Table 4.4, means there is very strong relationship between the the two independent variables with dependent variable. It is because value of R is 0.937 which is proved that the relationship among variable independents and dependent is very strong. The coefficient of determination (R²) according to the table 3 is 0.879, which means that the linear relationship in this model is able to explain 87.9% variations in consumer buying behavior. And the rest 12.1% are caused by other factors not discussed in this research.

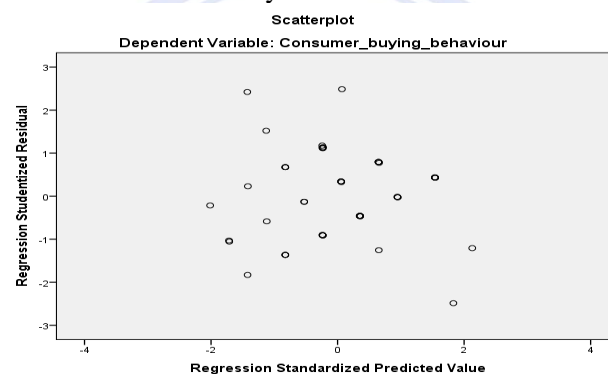
Testing of Classical Assumption**Multicollinearity****Table 1. Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand_Image	.608	1.644
	Advertising	.608	1.644

a. Dependent Variable: consumer buying behavior

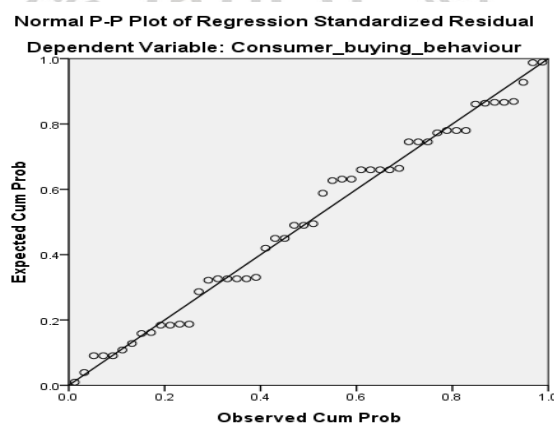
Source: SPSS data analysis, 2016

The table above shows the tolerance of both brand image and advertising are 0.608, it means that the tolerance value of each variable is more than 0.1. The VIF value of brand image and advertising are 1.644, it means that the value of both variable is less than 10. Since the tolerance value is more than 0.1 and VIF value is less than 10 the research is free from multicollinearity.

**Figure 2. Heteroscedasticity**

Source: SPSS data analysis, 2016

Figure 2 shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

**Figure 3. Normality Test output**

Source : SPSS data analysis, 2016

The figure 3 above shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. It proves that the normality test is normal.

Hypothesis Testing**F-Test**

F-Test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. This test is done by comparing the F_{count} with F_{table} . If $F_{\text{count}} > F_{\text{table}}$ as confidence level of 95% $\alpha=0.05$).

Table 4. Simultaneous Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.413	2	1.707	170.134	.000 ^b
	Residual	.471	47	.010		
	Total	3.885	49			

a. Dependent Variable: Consumer_buying_behaviour

b. Predictors: (Constant), Advertising, Brand_Image

Source: Data Processed, 2016

From the F-test, by using the significant value of 0.05 ($\alpha = 0.05$), the calculated value of F_{count} is greater than the F_{table} ($170.134 > 3.195$). Since the F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted. It means that the independent variables significantly affect the dependent variable simultaneously.

T-test

T-Test is any statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y).

Table 5. Partial Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.462	.213		6.880	.000
	Brand_Image	.388	.047	.539	8.268	.000
	Advertising	.394	.051	.501	7.687	.000

a. Dependent Variable: Consumer_buying_behaviour

Source: Data Processed, 2016

The partial influence of each independents variable are as follow :

Brand Image (X₁) to Consumer Buying Behavior (Y)

If $t_{\text{count}} \geq t_{\text{table}}$ then H_0 is rejected and H_a is accepted, and if $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the T_{count} of Brand Image (X₁) is 8.268. Comparing ($t_{\text{count}} = 8.268 > t_{\text{table}} = 1.677$) with the significant level of 0.05. Since the t_{count} is greater than t_{table} , H_0 is rejected and H_a is accepted. Therefore, brand image card has a significant influence to consumer buying behavior.

Advertising (X₂) to Consumer Buying Behavior (Y)

If $t_{\text{count}} \geq t_{\text{table}}$ then H_0 is rejected and H_a is accepted, and if $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the t_{count} of Advertising (X₂) is 7.687. Comparing ($t_{\text{count}} 7.687 > t_{\text{table}} 1.677$) with the significant level of 0.05. Since the t_{count} is greater than t_{table} , H_0 is rejected and H_a is accepted. Therefore, advertising has a significant influence to consumer buying behavior.

From the explanation above, it is describe that all independents variable which are Brand Image and Advertising have a significant influence on Consumer Buying Behavior.

Discussion

. Consumer buying behavior plays an important role to increase sales of a company's product. In order to attract consumer buying behavior, company need to implement some strategies to increase their sales. Strategy that must be considered by Telkomsel to increase 4G users they are building a stronger brand image and massive promotion through their advertising so the consumers will more trust, know and use Telkomsel 4G network service.

In this research the data was collected from 50 users of Telkomsel 4G and categorized by gender, age, and occupation. The result shows that 70% respondents are male and 30% respondents are female. Most of the respondents are between 20-35 years old, and have occupation as student

This research finds based on the questionnaire that, the respondents who are the users of 4G mostly agree that image and appearance in brand image affect the consumer buying behavior to using Telkomsel 4G, that because consumers interested with the image and appearance of Telkomsel. Consumers also get a positive experience when they use Telkomsel 4G product, because Telkomsel have a good performance. Therefore, image and appearance play a critical role in brand image to influence consumer buying behavior use Telkomsel 4G product.

The users of 4G mostly agree that they are interesting the promotion and the advertising design of Telkomsel 4G. Telkomsel advertising able to make consumer's interested and use Telkomsel 4G product. The promotions of Telkomsel have strong influence on consumers buying behavior to use Telkomsel 4G product, this study show that Telkomsel have a large promotion and information about their 4G product. Due to Telkomsel promotion and design in their advertisement, that attracts consumers to see and they decide to buy in order to use it. Therefore, promotion and design ads of Telkomsel play a good role in advertising that influence consumers to use Telkomsel 4G product.

CONCLUSION AND RECOMMENDATION

Conclusion

There are some conclusions based on the result of this research conducted to analyze the influence of brand image and advertising on consumer buying behavior in Telkomsel 4G package plan.

1. There is a simultaneously and significant influence of brand image and advertising on consumer buying behavior toward Telkomsel 4G package plan.
2. There is a significant partial influence of brand image on consumer buying behavior toward Telkomsel 4G package plan.
3. There is a significant partial influence of advertising on consumer buying behavior toward Telkomsel 4G package plan.

Recommendation

There are some recommendation based on the conclusions of this research that can be proposed. Telkomsel needs to consider that brand image and advertising influenced the consumer to buy their product. Telkomsel should pay more attention and then improve brand image and advertising so the consumers can be more interested in using Telkomsel 4G products. To build stronger brand image, Telkomsel should increase their signal tower of 4G in order to expand signal range of 4G. To make 4G more known by the public, Telkomsel should make their ads more easier to understand so the public can know more about Telkomsel 4G.

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