

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY, SERVICE QUALITY AND PROMOTION ON BRAND IMAGE OF TELKOMSEL PRODUCT IN MANADO CITY

PENGARUH TANGGUNG JAWAB SOSIAL PERUSAHAAN, KUALITAS LAYANAN DAN PROMOSI TERHADAP CITRA MEREK DARI PRODUK TELKOMSEL DI KOTA MANADO

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Abstract: Brand image is one thing that is very useful for maintaining and increasing business sales. The better the brand image created, customers will glance more at the products or services offered. In the midst of the world of competition that exists between companies, making brand images from a company is important by making efforts to make the brand from the product strong. This study aims to analyse the influence Corporate Social Responsibility, Service Quality, and Promotion on Brand Image of Telkomsel Product on Manado City. The researcher conducted this research through quantitative methods. Multiple Regression Analysis method is used to analyse the influence of the independent variables toward the dependent variable. Sample were taken from the Telkomsel customers in Manado City with a total sample of 100 respondents. The results of this study indicate that Corporate Social Responsibility, Service Quality and Promotion have a positive and significant influence on Brand Image. The results also indicate that Corporate Social Responsibility, Service Quality and Promotion simultaneously influence Brand Image positively and significantly.

Keywords: Corporate Social Responsibility, Service Quality, Promotion, Brand Image.

Abstrak: Citra merek merupakan salah satu hal yang sangat berguna untuk mempertahankan dan meningkatkan penjualan bisnis. Semakin baik citra merek yang tercipta maka pelanggan akan semakin melirik produk atau jasa yang ditawarkan. Di tengah dunia persaingan yang ada antar perusahaan, pembuatan brand image dari suatu perusahaan menjadi hal yang penting dengan melakukan upaya untuk menjadikan brand dari produk tersebut kuat. Penelitian ini bertujuan untuk menganalisis pengaruh Corporate Social Responsibility, Service Quality, dan Promotion terhadap Brand Image Produk Telkomsel di Kota Manado. Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode Analisis Regresi Berganda digunakan untuk menganalisis pengaruh variabel independen terhadap variabel dependen. Sampel diambil dari pelanggan Telkomsel di Kota Manado dengan jumlah sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa Corporate Social Responsibility, Service Quality dan Promosi mempunyai pengaruh positif dan signifikan terhadap Brand Image. Hasil penelitian juga menunjukkan bahwa Corporate Social Responsibility, Service Quality dan Promosi secara simultan berpengaruh positif dan signifikan terhadap Brand Image.

Kata Kunci: Tanggung Jawab Sosial Perusahaan, Kualitas Pelayanan, Promosi, Citra Merek.

INTRODUCTION

Research Background

Operator companies in Indonesia are competing to carry out marketing activities to retain and get consumers. The marketing activities are expected to create a brand image. Nowadays, brand image is one thing that is very useful for maintaining and increasing business sales. Business is always associated with profit and image. With a bad brand image for the product, it is very important to straighten out and build the image to be more positive which ultimately stimulates consumers to choose a product (Utami and Pudjiastuti, 2009). The better the brand image created, the more customers will glance at the products or services offered. In addition, the identity of a good product or service can be seen first from the brand image. In the midst of the world of

competition that exists between companies, creating a brand image of a company is important by making efforts to make the brand strong.

There are so many things that can be done to influence the brand image of a company. In this case, the company can apply some of these strategies. What companies can do is through Corporate Social Responsibility (CSR) programs, where currently many organizations and companies have started using Corporate Social Responsibility programs not only for the benefit of society but they have also started to use them to create a good image in the eyes of customers and other stakeholders. Companies can use Corporate Social Responsibility to create a competitive advantage for them. One of the advantages of practicing corporate social responsibility, one of which is improving the company's brand image and reputation (Pramana and Kusuma, 2016).

Likewise, companies can also make more efforts towards service quality. The problem of service quality has been considered as the main feature of competition between service organizations and all service organizations have found, now, that quality is the key to overtaking the competitors. and achieve a stable competitive advantage (Abdullah, 2006). The better the company improves the quality of service, the consumers will provide good feedback, and can become regular customers or repeat buyers. This will have a major impact on business continuity and can affect brand image.

In addition, through promotions it can give a distinct impression to potential consumers for the advertised product, so that marketers in this case the company can create the best possible promotions, in influencing actual consumers and potential consumers so that they want to make purchases of the products offered today or in the future (Sistaningrum, 2002).

Telkomsel is one of the largest companies in Indonesia engaged in telecommunications. Telkomsel is a company engaged in the telecommunications sector, particularly Cellular Mobile Phones with a GSM (Global System for Mobile Communication) system, which has various product brands marketed in Indonesia divided into postpaid and prepaid products (collectively, "Telkomsel Product"). Telkomsel itself has 174.5 million subscribers throughout Indonesia, of which 68% of the total are cellular data users. PT Telekomunikasi Seluler (Telkomsel) Indonesia claims to have 500 thousand Telkomsel subscribers in Manado City. But that is also because some people have 2 or more cellphones and use Telkomsel products.

However, currently there are many competitors in this field who are using various strategies to become the best in the telecommunications sector in Indonesia. Figure 1.2 above explains the survey conducted by the Indonesian Internet Service Providers Association (APJII), this survey of 8,510 respondents spread across 38 Indonesian provinces, from Aceh to Papua. Telkomsel is the most widely used cellular operator in the country in early 2023. Of the 8,510 people surveyed, 40.27% used the cellular operators Telkomsel, Simpati, Kartu Halo, or byU. Meanwhile, 33.4% use Indosat Ooredoo Hutchison or Three; XL Axiata or Axis 21%; and Smartfren 5.32%. Telkomsel has a good image in the eyes of consumers, which makes Telkomsel provider products widely used by Indonesian people. Based on the background of the problem that has been described, this research aims to analyze the extent of influence of Corporate Social Responsibility, Service quality, and Promotion of the Telkomsel company on brand image of Telkomsel products focused on Manado city.

Research Objectives

1. To analyze and find out the influence of corporate social responsibility on brand image of Telkomsel products in Manado City.
2. To analyze and find out the influence of service quality on brand image of Telkomsel products in Manado City.
3. To analyze and find out the influence of promotion on brand image of Telkomsel products in Manado City.
4. To analyze and find out the influence of corporate social responsibility, service quality, and promotion on brand image of Telkomsel products in Manado City.

THEORETICAL FRAMEWORK

Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler and Keller, 2016). Marketing can be described as the process of defining, anticipating, creating, and meeting the needs and desires of consumers for products and services (David, 2011).

Brand Image

Brand Image is a collection of brand associations that are formed and embedded in the minds of consumers (Rangkuti, 2008). Brand image affects the mindset and views of consumers about the brand as a whole. Brand image is not only a good name, but how to introduce products to consumers so that they become memories for consumers in forming a perception of a product (Hapsari, 2008).

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is defined as the company's commitment to improve the welfare of the community through good business practices and contributing part of the company's resources (Kotler and Lee, 2005). Consumers' recognition of enterprises became more rigorous as they were made more aware of CSR, and their attitudes would ultimately affect their willingness to buy (Mejri and De Wolf, 2012).

Service Quality

Service quality must start from customer needs and end with customer perceptions, where customer perceptions of service quality are an overall assessment of the excellence of a service (Kotler and Keller, 2007). Service quality as a combined overall characteristic of the resulting services from marketing, engineering, production and maintenance of products and services that make it possible to meet the expectations of customers or consumers (Patras, 2013).

Promotion

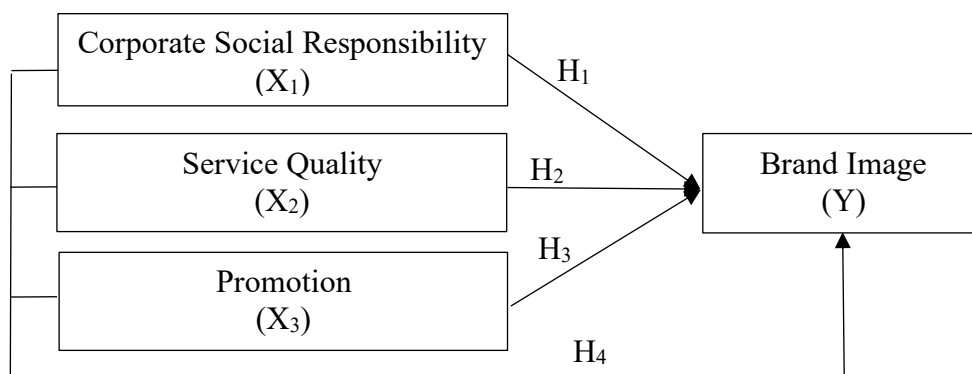
Promotion is an effort or company activity in influencing actual consumers and potential consumers so that they want to make purchases of products offered now or in the future (Sistaningrum, 2002). Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs (Lupiyoadi and Hamdani, 2006).

Previous Research

Montaner and Pina (2008) aimed to delve into the effects of promotions on the expected product price and brand image. The results of the study reveal that the frequent use of promotions affect consumers' evaluations of brand image, but the effect depends on the type of promotional tool and the product category. The frequent use of price promotions will lower brand image assessments whereas non-monetary promotions lead to higher brand evaluations. These results are moderated by the product category. Moreover, the expected price of a product is lower after frequent monetary promotions.

Sovani, Fauzi and Arifin (2019) aimed to empirically study the effect of variable Corporate Social Responsibility (CSR) to the Brand Image, Brand Trust and Brand Loyalty. The samples used in this study 116 respondents using Accidental Sampling. Respondents are society around village Keboncandi and acquire CSR PT. Tirta Investama, Using Aqua Danone products and making a purchase at least 3 times during the last six months. The results showed that Corporate Social Responsibility (CSR) have significant effect toward Brand Image. Corporate Social Responsibility (CSR) have significant effect toward Brand Trust. Corporate Social Responsibility (CSR) have significant effect toward Brand Loyalty. Brand image have significant effect toward Brand Trust. Brand Image have significant effect toward Brand Loyalty. Brand Trust have significant effect toward Brand Loyalty.

Park (2016) analyzed the influences of Service quality on Brand image, Brand attitude and Behavioral intentions. And it is also investigated how is brand image and attitude effects behaviors on customers to choose airline. This research has valuable data in order to establish the strategy how airlines can introduce themselves to customers. Based on the statistic results, they were able to find out the meaningful differences. Airline's Service Quality cause the positive influences on brand image, brand attitude and behavioral intentions. This research has several implications such as what kind of strategies airline needs focused on in order to improve passenger's satisfaction.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Data Processed, 2022***Research Hypothesis**

- H1: Corporate Social Responsibility has a positive and significant influence on brand image on Telkomsel products in Manado City partially.
- H2: Service Quality has a positive and significant influence on brand image on Telkomsel products in Manado City partially.
- H3: Promotion has a positive and significant influence on brand image on Telkomsel products in Manado City partially.
- H4: Corporate Social Responsibility, Service Quality and Promotion have a positive and significant influence on brand image on Telkomsel products in Manado City simultaneously.

RESEARCH METHOD**Research Approach**

The method used in this research is descriptive quantitative. Quantitative descriptive research includes data collection to test hypotheses or answer questions regarding the latest status of the research subject (Kuncoro, 2003). This research uses descriptive exploratory study.

Population, Sample, Sampling Techniques

Population is a group of individuals with qualities and characteristics that have been determined by researchers (Nazir, 2005). If someone wants to examine an element that exists in the research area, then the research is population research. In this study the population is Telkomsel's customers in Manado City, totaling 500.000 customers. Sample is part or representative of the population to be studied (Arikunto, 2019). As for determining the sample size in this study based on the large number of populations who are Telkomsel customers in Manado City, to save time, energy and costs the researcher will determine the number of samples using the Slovin formula. The sample size from the population is 500.000 Telkomsel customers for this research, based on the Slovin formula is 100 Telkomsel customers in Manado. In this research use the Non-Probability Sampling method in this case using purposive sampling technique. Purposive sampling is sampling based on certain considerations such as population characteristics or previously known characteristics (Notoatmodjo, 2010). The reason for using this technique is because not all samples have criteria according to the phenomenon under study. In this research, the sample criteria were Telkomsel customers in Manado City who knew about the Corporate Social Responsibility program, felt the quality of service, and knew the promotions carried out by Telkomsel in Manado City.

Data Collection Techniques

To collect research data, researchers used primary and secondary data. The primary data collection in this research is by using questionnaire. A questionnaire is a number of written questions used to obtain information from respondents in the sense of reports about their personal or known things (Arikunto, 2010). Retrieval with this questionnaire is done online using the help of google form to deliver the questionnaire to

each respondent. Secondary data collection in this study was obtained from various sources and the internet such as previous research, articles, and population data and scientific journals related to this research.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Corporate Social Responsibility (X1)	A continuing commitment by business to act ethically and contribute to the economic development of the local community or society at large, along with improving the standard of living of workers and their families.	1. Company Advantage 2. Public Responsibility 3. Environmental Responsibility
Service Quality (X2)	The company's efforts or activities in influencing actual and potential consumers so that they are willing to make purchases of the products offered now or in the future.	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
Promotion (X3)	The company's efforts or activities in influencing actual and potential consumers so that they are willing to make purchases of the products offered now or in the future.	1. Promotion Message 2. Promotion Media 3. Promotion Time
Brand Image (Y)	The set of beliefs that consumers hold about each of the distinctive attributes of a brand.	1. Corporate Image 2. Product Image 3. Brand Association

(Source: Data Processed, 2022)

Validity and Reliability Test

Validity test is used to determine the validity of a questionnaire. The questionnaire is declared valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2018). If $r\text{-count} \geq r\text{-table}$, then the question item is said to be valid. If $r\text{-count} < r\text{-table}$, then the question item is said to be invalid. Reliability test is used to determine the consistency of the measuring instrument, defined as an index that showed how far instrument items can be trusted or dependable. The research instrument is said to be reliable if the value of $a > \text{or} = r\text{table}$ and the research instrument is not said to be reliable if the value of $a < r\text{table}$. The value of a good reliability coefficient is above 0.6 is good enough, and above 0.8 is good (Sunnyoto, 2013).

Multiple Linear Regression

This research uses multiple linear regression analysis to conduct the direction and how much influence the independent variable had on the dependent variable. The use of multiple linear analysis to test how much influence the independent variables Corporate Social Responsibility (X1), service quality (X2), and promotion (X3) on brand image (Y). The following multiple linear regression equation is stated as follows:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

Definition:

- Y : Brand Image
- α : Constant
- $\beta_1\text{--}3$: Variable regression coefficient
- x_1 : Corporate Social Responsibility
- x_2 : Service Quality
- x_3 : Promotion
- e : error

RESULT AND DISCUSSION**Research Result****Validity and Reliability Test****Table 1. Validity Test**

Variable	Indicators	Pearson Correlation	Sig.	Status
Corporate Social Responsibility	X1.1	.737	.000	Valid
	X1.2	.767	.000	Valid
	X1.3	.821	.000	Valid
Service Quality	X1.1	.711	.000	Valid
	X1.2	.767	.000	Valid
	X1.3	.776	.000	Valid
	X1.4	.763	.000	Valid
	X1.5	.812	.000	Valid
Promotion	X1.1	.817	.000	Valid
	X1.2	.795	.000	Valid
	X1.3	.742	.000	Valid
Brand Image	X1.1	.787	.000	Valid
	X1.2	.803	.000	Valid
	X1.3	.848	.000	Valid

(Source: Data Processed, 2022)

The table 1 shows that all indicators, the value of r count is greater than r table 0.195 and also the significance value is smaller than 0.05. These results indicate that all indicators are related to Corporate Social Responsibility, Service Quality, Promotion and Brand Image can be declared valid.

Table 2. Reliability Test

Variable	Cronbach's Alpha	N of items	Critical Value	Status
Corporate Social Responsibility	0.652	3	0.60	Reliable
Service Quality	0.824	5	0.60	Reliable
Promotion	0.688	3	0.60	Reliable
Brand Image	0.744	3	0.60	Reliable

(Source: Data Processed, 2022)

The table 2 shows that for each variable such as Corporate Social Responsibility, Service Quality, Promotion and Brand Image, the Cronbach's alpha value is more than 0.60. So, it can be concluded that all statements from this research instrument are reliable, the instrument has consistency when measurements are carried out with this instrument repeatedly and this instrument can be used for collection and research.

Classical Assumption Test

To find out whether the data is normally distributed, the Kolmogorov Smirnov test is used as presented in the following table.

Table 3. Normality Test Result

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1,47027272
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.051
Test Statistic		.055
Asymp. Sig. (2-tailed) ^c		.200 ^d

(Source: Data Processed, 2022)

The table 3 shows that the significant test value is 0.200, each of which is greater than the critical value of 0.05. This shows that the data is normally distributed and can be used in this research.

Multicollinearity Test

This test is used to test whether the regression model found a correlation between independent variables. The test results can be seen in the following table.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF	Status
CSR	0.483	2.069	Multicollinearity Free
Service Quality	0.385	2.594	Multicollinearity Free
Promotion	0.457	2.186	Multicollinearity Free

(Source: Data Processed, 2022)

The table 4 shows that a tolerance value of more than 10% or 0.10 and a VIF value of less than 10 means that there are no symptoms of multicollinearity. This also means that there is no correlation between independent variables.

Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Based on this statement, the test results below will be well qualified if there is no heteroscedasticity.

Table 5. Heteroscedasticity Test

Variable	Sig.	Critical Value	Status
CSR	0.384	0.05	Heteroscedasticity Free
Service Quality	0.203	0.05	Heteroscedasticity Free
Promotion	0.061	0.05	Heteroscedasticity Free

(Source: Data Processed, 2022)

Based on the table 5, it can be seen that the test results have a significant value of more than 0.05 which is declared free of heteroscedasticity. This also means that there is no inequality of variance from the residuals of one observation to another observation in the regression model.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.788	.803		.982	.329
CSR	.348	.090	.324	3.853	.000
Service Quality	.215	.061	.331	3.519	.001
Promotion	.279	.090	.269	3.109	.002

Y = 0.788 + 0.348 + 0.215 + 0.279 + e
 t-table = t (α/2; n-k-1) = t (0.025;96) = 1.985
 f-table = f (k; n-k) = f (3;97) = 2.698
 f-value = 65.580
 Sig. f = 0.000
 r2-value = 0.672
 n= 100
 α = 0.05 (5%)

(Source: Data Processed, 2022)

The form of the regression equation can be written as follows:

$$Y = 0.788 + 0.348 + 0.215 + 0.279 + e$$

The results of the multiple regression equation above provide an understanding that:

1. The constant value (α) is 0.788, meaning that if there is no change in the CSR, Service Quality and Promotion variables (X_1, X_2, X_3 is 0). Then the amount of Brand Image is 0.788.
2. The CSR (X_1) regression coefficient is positive. This means that if CSR (X_1) increases, the Brand Image will increase by 0.348 assuming other variables remain constant. This variable has the greatest influence on Brand Image.
3. The Service Quality (X_2) regression coefficient is positive. This means that if Service Quality (X_2) increases, the Brand Image will increase by 0.215 assuming other variables remain constant. This variable has a positive influence on Brand Image.
4. Promotion (X_3) regression coefficient is positive. This means that if Promotion (X_3) increases, the Brand Image will increase by 0.279 assuming other variables remain constant. This variable has a positive influence on Brand Image.

The Coefficient Of Determination (R^2)

Based on table 6, by observing the R^2 -value, it can be explained as follows: the R square value is 0.672, which shows that there is a simultaneous influence between the variables Corporate Social Responsibility (X_1), Service Quality (X_2), and Promotion (X_3) on the variable Brand Image (Y) of 67.2% and the remaining 32.8% is influenced by other variables.

Hypothesis Testing

T-Test

Based on Table 6, by observing the t value, t table and sig. it can be explained as follows:

1. H1: Corporate Social Responsibility has a positive and significant influence on Brand Image partially. The Corporate Social Responsibility variable has a t-value of 3,853 which is greater than the t-table of 1,985 and a significant value of 0.000 which is less than 0.05. So H_a is accepted and H_0 is rejected. This means that Corporate Social Responsibility has a significant positive effect on Brand Image partially.
2. H2: Service Quality has a positive and significant influence on Brand Image partially. The Service Quality variable has a t-value of 3,519 which is greater than the t-table of 1,985 and a significant value of 0.001 which is less than 0.05. So H_a is accepted and H_0 is rejected. This means that Service Quality has a significant positive effect on Brand Image partially.
3. H3: Promotion has a positive and significant influence on Brand Image partially. The Promotion variable has a t-value of 3,109 which is greater than the t-table of 1,985 and a significant value of 0.002 which is less than 0.05. So H_a is accepted and H_0 is rejected. This means that Promotion has a significant positive effect on Brand Image partially.

F-Test

Based on Table 6, by observing f-value, f-table and sig. it can be explained as follows: The results obtained in this research are f-value = 65,580 and f-table = 2,698. Based on these results, it can be concluded that the f value is greater than the f table and has a significance level of 0.000, which is less than 0.05. These results show that H_0 is rejected and H_a is accepted. Thus, the f test results state that Corporate Social Responsibility (X_1), Service Quality (X_2), and Promotion (X_3) simultaneously have a significant effect on Brand Image.

Discussion

Influence of Corporate Social Responsibility on Brand Image

The research results show that Corporate Social Responsibility (CSR) partially has a positive and significant influence on Brand Image. The test results show that the better the CSR, the higher the Brand Image of Telkomsel Products in Manado City, and vice versa. In this research, there are three CSR indicators that can influence the Brand Image of Telkomsel Products in Manado City. These indicators are used in the questionnaire to find out respondents' opinions about CSR programs and variable. The first CSR indicator is Company Advantages, with the statement in the questionnaire being "I feel more informed so that I use Telkomsel products thanks to CSR programs such as assistance to victims of natural disasters (basic necessities), assistance with medical equipment and personal protective equipment (PPE), assistance in the field of education (data packages for students), and so on". And the majority of respondents stated that they were neutral, agreed or even strongly agreed with this statement. The second CSR indicator is Public Responsibility, with the statement in the questionnaire being "I feel that CSR programs such as assistance to victims of natural

disasters (basic necessities), assistance with medical equipment and personal protective equipment (PPE), assistance in the field of education (data packages for students), and so on from Telkomsel is very helpful for the society". Most respondents said they agreed to strongly agree. The third CSR indicator is Environmental Responsibility, with the statement in the questionnaire being "I feel that CSR programs such as assistance to victims of natural disasters (basic necessities), assistance with medical equipment and personal protective equipment (PPE), assistance in the field of education (data packages for students), and so on from Telkomsel is very beneficial for the surrounding environment". Most respondents stated they were neutral, agree to strongly agree.

CSR plays an important role in improving the Brand Image of Telkomsel products in Manado City. If Telkomsel wants to improve Brand Image, it must also increase and more often conduct CSR programs in Manado City. CSR is a program from the company for the society and the environment. However, CSR does not only contribute to society and the environment if it is implemented properly, but it will also have a positive influence on the company. It is necessary to realize that there are many benefits that will be obtained by companies that carry out the CSR programs, among others, can maintain and improve the reputation and brand image of the company so that a positive image emerges from the society. From year to year, Telkomsel has conducted the CSR programs, especially in Manado City, in the fields of education, health and social environment according to the needs of the society. Telkomsel's CSR program focuses on sustainable programs and the society responds positively. So the results show that with the more frequent CSR programs carried out by Telkomsel to the society and the environment in Manado City, making the Brand image of Telkomsel Products in Manado City is increasing. The results of this research are in line with research conducted by Sovani Fauzi, and Arifin (2019) that Corporate Social Responsibility (CSR) has a positive and significant influence on Brand Image.

Influence of Service Quality on Brand Image

The research results show that Service Quality partially has a positive and significant influence on Brand Image. The test results show that the better the Service Quality, the higher the Brand Image of Telkomsel Products in Manado City, and vice versa. In this research, there are five Service Quality indicators that can influence the Brand Image of Telkomsel Products in Manado City. These indicators are used in the questionnaire to find out respondents' opinions about Service Quality variable. The first Service Quality indicator is Tangible, with the statement in the questionnaire being "I feel that Telkomsel has a service office and Service Center that has complete facilities and is always available to contact". And most of the respondents stated that they were neutral and even agreed with the statement. The second Service Quality indicator is Reliability, with the statement in the questionnaire being "I feel Telkomsel is friendly and trustworthy in providing services". And most of the respondents stated neutral, agreed, and even strongly agreed with the statement. The third Service Quality indicator is Responsiveness, with the statement in the questionnaire being "I feel that Telkomsel provides service information that is clear and easy to understand". And most of the respondents agreed and even strongly agreed with the statement. The fourth Service Quality indicator is Assurance, with the statement in the questionnaire being "I feel that Telkomsel has service capabilities with good and effective communication so that the service is guaranteed to be good". And most of the respondents agreed and even strongly agreed with the statement. The fifth Service Quality indicator is Empathy, with the statement in the questionnaire being "I feel that Telkomsel gives attention and seriousness in serving and responding to complaints". And most of the respondents stated that they were neutral and even agreed with the statement.

If Telkomsel wants to improve brand image, it must also improve and pay more attention to Service Quality provided to Telkomsel product customers in Manado City. With Telkomsel's attention to service quality, it can improve the brand image of the products marketed by Telkomsel in the minds of the public. Services that are able to satisfy people's expectations make people believe in Telkomsel's performance as a leading provider of cellular service solutions in Indonesia, especially customers of Telkomsel products in Manado City. The quality of service provided by Telkomsel in Manado City such as facilities in Grapari Telkomsel that are clean and comfortable, customer safety and comfort in making transactions, providing clear service information, Telkomsel employees' attention to customer needs, and handling customer complaints quickly make customers satisfied with the services provided by Telkomsel in Manado City. The results show that with the increasing quality of service provided by Telkomsel to customers, the brand image of Telkomsel products in Manado City is increasing.

The results of this research are in line with research conducted by Pradnyana and Suryanata (2021) the positive and significant influence of Service Quality on Brand Image. However, the results of this research are not in line

with research conducted by Aisha and Kurnia (2018) which shows that Service Quality can also have a positive but not significant influence on Brand Image.

Influence of Promotion on Brand Image

The research results show that Promotion partially has a positive and significant influence on Brand Image. The test results show that the better the Promotion, the higher the Brand Image of Telkomsel Products in Manado City, and vice versa. In this research, there are three Promotion indicators that can influence the Brand Image of Telkomsel Products in Manado City. These indicators are used in the questionnaire to find out respondents' opinions about Promotion variable. The first Promotion indicator is Promotion Message, with the statement in the questionnaire being "I feel the message and meaning of the promotions carried out for Telkomsel Products are very clear and easy to understand ". And most of the respondents agreed and even strongly agreed with the statement. The second Promotion indicator is Promotion Media, with the statement in the questionnaire being "I feel that I can find information / promotion about Telkomsel products in the right place or media". And most of the respondents stated neutral, agreed and even strongly agreed with the statement. The third Promotion indicator is Promotion Message, with the statement in the questionnaire being "I feel that the promotion carried out by Telkomsel has the right duration and timing". And most of the respondents stated neutral and even agreed with the statement.

Promotion also plays a role in improving the brand image of Telkomsel products in Manado City. If Telkomsel wants to improve the brand image of its products, it must also increase the Promotion carried out on Telkomsel products in Manado City. It is important to present information through promotions, whether through advertising, through sales promotions, public relations, personal selling and direct marketing. This product promotion carried out by Telkomsel is considered quite good by the public or customers. The presentation of information in building this promotion makes Telkomsel always pay attention to the quality of the promotions it will show to the public. So, with Telkomsel's consistency in carrying out promotions through presenting clear information, providing interesting messages and meanings in every promotion carried out, the ease of finding Telkomsel products through promotions carried out, as well as the right time or duration of promotion, making people or customers feel satisfied with the promotions carried out by Telkomsel. The results show that with the increase in promotions carried out by Telkomsel, the brand image of Telkomsel products in Manado City is increasing. The results of this study are in line with Pradnyana and Suryanata (2021) that show a positive and significant influence of Promotion on Brand Image. The results of research such as that conducted by Montaner and Pina (2008) reveals that the frequent use of of promotions influences consumer evaluations of brand image, but the effect depends on the type of promotional tool and product category.

Influence of Corporate Social Responsibility, Service Quality and Promotion on Brand Image Simultaneously

The results showed that Corporate Social Responsibility, Service Quality, and Promotion have a significant influence on Brand Image of Telkomsel Product on Manado City. It is also proven that Corporate Social Responsibility, Service Quality, and Promotion have a simultaneous influence on the Brand Image of Telkomsel Product on Manado City. This means that if Corporate Social Responsibility, Service Quality, and Promotion are combined, they can simultaneously influence Brand Image with a significant influence. If Corporate Social Responsibility, Service Quality, and Promotion increase simultaneously, it will increase Brand Image.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussions that have been carried out, the conclusions of this research can be drawn as follows

1. Corporate Social Responsibility partially has a positive and significant influence on Brand Image. It can be said that Corporate Social Responsibility has an important role in influencing the Brand Image on Telkomsel Products in Manado City.
2. Service Quality partially has a positive and significant influence on Brand Image. It can be said that Service Quality has an important role in influencing the Brand Image on Telkomsel Product in Manado City.
3. Promotion partially has a positive and significant influence on Brand Image. It can be said that Promotion has an important role in influencing the Brand Image on Telkomsel Product in Manado City.

4. Corporate Social Responsibility, Service Quality and Promotion simultaneously have a positive and significant influence on Brand Image.

Recommendation

Based on the results and discussions that have been carried out, recommendation and input can be given as follows:

1. Telkomsel management in the city of Manado to carry out CSR programs more frequently and consistently, improve Service Quality for Telkomsel customers, and carry out more attractive promotions. Because all these variables can influence and improve the Brand Image of Telkomsel products.
2. Further researchers are expected to improve the limitations that exist in this research and can develop this research with other factors or other independent variables that influence Brand Image outside of this research.

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