

THE EFFECT OF PRICE, PRODUCT QUALITY, PROMOTION, SOCIAL FACTOR, BRAND IMAGE ON PURCHASE DECISION PROCESS OF LOOP PRODUCT ON YOUTH SEGMENT (CASE STUDY OF PT TELEKOMUNIKASI SELULAR)

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Abstract

This study aims to determine the influence of price, product quality, promotion, social factor, and brand image on purchase decision of Loop products either partially or simultaneously. This research was conducted with quantitative research using explanative method. Sample method in this research used non-probability sampling with purposive sampling technique. The sample in this research is Telkomsel Loop customer located in Jabodetabek area as many as 400 respondents. The data in this study was obtained from the spread of questionnaires using google docs. From 400 questionnaires distributed 377 questionnaires that can be used to process statistically. Data analysis in this research used multiple linear regression analysis with SPSS program. The results of this study found that price, product quality, promotion, social factor, and brand image have significant effect on purchase decision of Loop product either partially or simultaneously. Then the results of this study also showed that the brand image is the most dominant variable influence on customer purchasing decisions to Loop telkomsel products.

Key Words: Price, Product Quality, Promotion, Social Factor, Brand Image on Purchase Decision

JEL Classification:

1. INTRODUCTION

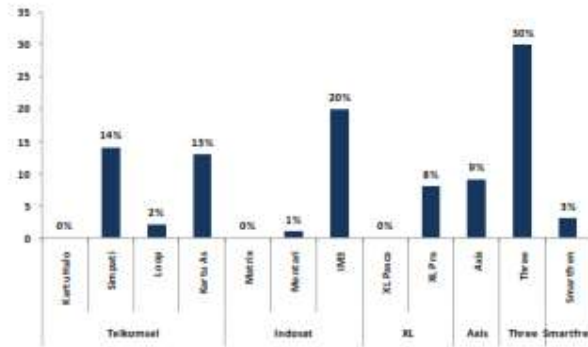
Based on data from the Central Bureau of Statistics (BPS) is known that the number of mobile phone subscribers in 2010 was 211,200,297 users, in 2011 there was 49,805,619 users, in 2012 there was 281,963,665 users, in 2013 there was 313,226,914 users, in 2014 there was 325,582,891 users, and in 2015 there was 338,948,340 users. Thus, the average growth of mobile phone subscribers in Indonesia reaches 9% per year.

Telkomsel as one of the largest cellular operators in Indonesia with 178 million subscribers and more than 146 thousand BTS (www.telkomsel.com, accessed in December 2017) needs to keep its customers on Telkomsel's service, and also to increase its product sales to acquire new customers. The diversity of customer needs enables industry operators to engage in creative and modern marketing strategies while still oriented to increased sales volume. Therefore, in a competitive market, service providers are expected to compete with the competitive price and excellent service quality.

The number of operators in Indonesia makes the customers do serious consideration in deciding the purchase of the service provider. Thus, service providers must formulate their products with

customer-oriented fulfillment, so that the company can become a leader in the midst of intense market competition. This condition also certainly can provide convenience for customers to decide which service provider they will use. This is also experienced by PT Telkom, with many competitors who continue to develop its products to meet the needs of the community, Telkomsel also launched a new product with the youth market segment, Telkomsel Loop.

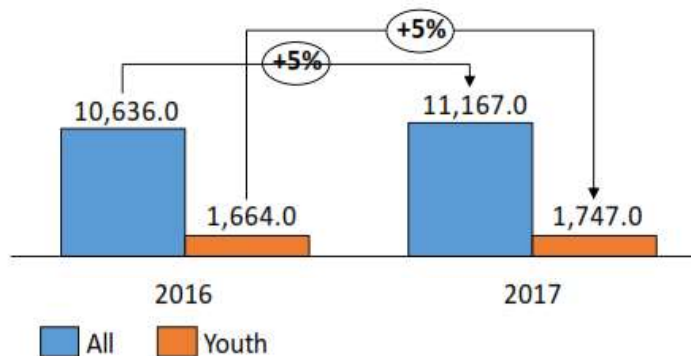
Figure 1
 Market Share Mobile Operator (National Scope)



Source: Telkomsel Data (2017) (www.telkomsel.com, accessed in December 2017)

Based on the above data, it can be seen that Telkomsel with Telkomsel Simpati products has a market share of 14%, Telkomsel Loop has a market share of 2%, Telkomsel KartuAs has a market share of 13%, Indosat Mentari has a market share of 1%, Indosat IM3 has market share of 20%, XL Prepaid has a market share of 0%, XL Pre has a market share of 8%, Axis has a market share of 9%, Three has a market share of 30%, and Smartfren has a market share of 3%. Thus it can be seen that the market share of Three is a service provider with the highest market share nationally. Loop as a new product from Telkomsel only has a market share of 2% nationally. Therefore, it is necessary to analyze the factors that can increase the market share of the product. Market share can be enhanced by an increasing number of customer purchases. The results of study of Ahmad and Ahmad (2014), Ahmed and Khan (2011), Rajpurohit and Vasita (2011) and Rahman et.al. (2010) that in order to improve customer purchasing decision, it is necessary to analyze the price, promotion, product quality, and social factor.

Figure 2
 Youth Market Overview



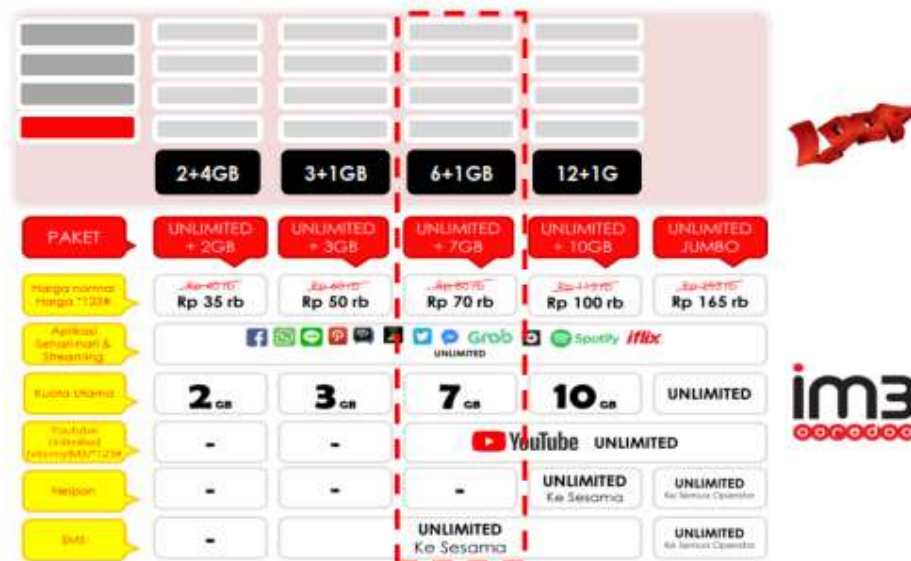
Source: Telkomsel Data (2017) (www.telkomsel.com, accessed in December 2017)

Based on the above data, it is known that young users experience a significant growth of 5% which the growth is equal to the growth of other age customers. The data became one of the reasons for birth of Telkomsel Loop which is specializing its products for young people. In addition, young people are consumptive and productive actors. The majority of young people are aggressive and crazy in shopping. And in communicating they are quite dominant actors. The potential in this segment is quite large and very profitable, especially for business actors in the field of provider. This condition is supported Indonesia is currently experiencing a decade in which the number of young population reaches the most number. This fact is what cellular provider companies see as a business opportunity that must be taken seriously. Ahmad and Ahmad (2014) found that customer buying behavior is influenced by price, promotion, and social. Ahmed and Khan (2011) point out that price is seen as a decisive factor that motivates or does not motivate customers to buy certain cellular service providers. Rajpurohit and Vasita (2011) mentioned that social factors such as the influence of friends and family give a significant influence on purchasing decision on a product.

Telkomsel's main competitors such as XL also perform the same segmentation strategy, known as XL Jagoan Muda. With XL Jagoan Muda, PT XL Axiata, Tbk is trying to focus on reaching new market segment that is youth community. PT Indosat also consistently strengthen the segmentation of young people, IM3 disarm its latest product that is anti fun product, where this product becomes one of the choice of young people who slang, exciting and cheap. This product also provides value added services VAS, Content, and building HP to complement the needs and activities of young people with a myriad of activities.

The phenomenon of the above segmentation shows quite high competition for cellular services business in the youth segment. This requires telecommunication companies to analyze exactly how the characteristics and buying behavior of youth communities. One factor that young people consider is price.

Figure 3
 Telkomsel Loop Comparison with Indosat IM3



Source: Telkomsel Data (2017)

Based on above data, showed that the head-to-head telkomsel Loop compete with IM3 indosat at the same price level. However, the benefits offered by Indosat more than Loop Telkomsel. It is understandable that based on comparative price and promotion package data made by Telkomsel Loop is still far below competitors. Rahman et.al. (2010) found that price has a significant influence on consumer perception in choosing telecommunication service provider. Based on the data and the results of the study, it can be concluded that in order to win the competition and increase the number of customers, it is necessary to analyze the price as a factor affecting purchasing decisions.

The price level is very much a reference for young people in making choices of products, this is in line with Kollmann (2000) that prices have an important role in the telecommunications market, especially for telecommunication service providers. The price comparison between Telkomsel Loop and other similar products will certainly provide an evaluation of the customers in determining their choice in purchasing cellular service products. Appropriate pricing is the key to winning price competition in the provision of cellular services.

In addition to pricing, product quality is one of the deciding factors of customer purchasing decisions. Schiffman and Kanuk (2009) stated that product quality is one of the factors influencing consumer behavior. Therefore, quality has been chosen as one of variable in this research to analyze consumer buying behavior utilizing cellular service from Telkomsel Loop product.

The Companies in marketing their products also need to communicate products including Telkomsel Loop. Rahman et.al. (2010) stated promotion as one of the media used by organizations to communicate with consumers in connection with their product offerings. By executing promotions the company can penetrate new markets and create more new customers. In general, promotion is concerned with ensuring that consumers know about the company and the products provided by the organization. Promotional strategies that can be used are personal selling. According to Kotler and Keller (2015: 480) "personal selling is face to face interaction with one or more prospective purchaser for the purpose of making presentations, answering question, and procuring orders."

Social factors are also related to purchasing decisions. Ahmad and Ahmad (2014) explained that reference groups such as friends and family have an impact on the purchasing behavior for a product. Jung and Kau (2004) and Kaapand (2012) in his research found that specifically in choosing cellular operators, consumers made friends and family as references to the selection of cellular operators. Nevertheless, the reference given of course also can not be separated from the branded image factor that is referenced.

In increasingly competitive market conditions, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. Cannon et al. (2009) explains that brand image is regarded as consumer opinion and trust on product quality produced by organization and organizational honesty in products offered to consumers. Brand image or Brand image is a set of tangible and intangible nature, such as ideas, beliefs, values, interests, and features that make it unique (Hasan, 2013). Visually and collectively, a brand image must represent all internal and external characteristics that can influence how a brand is perceived by a target market or customer (Hasan, 2013). By looking at these statements, it can be stated that if the consumer thinks that the company has a consumer-oriented perspective, then the consumer will have confidence in the brand on the brand image owned by the company. Results of research conducted by Finanto et al. (2014) that brand image has an important role in influencing buying behavior. Then research conducted by Rahman (2012) found that the behavior of young consumers in choosing a product is determined by a good corporate image. Thus, it can be concluded that by forming a positive image of Telkomsel Loop

products, it can lead to purchasing decisions by customers that ultimately this condition can increase market share of Telkomsel Loop products either regionally or nationally.

Many factors can influence purchasing decisions, such as product quality, brand image, price and promotion. Therefore, this study aims to analyze the price, product quality, promotion, social factors, and brand image on the purchasing decision of loop products on the youth segment either partially or simultaneously.

2. LITERATURE REVIEW

Putri et al. (2016) defines marketing as a process of marketing products or services to meet the needs and provide satisfaction to consumers and can generate profits for the company. Furthermore, Karwur (2016) refers to Kotler's theory that marketing management is an art and or science in choosing, obtaining, and maintaining target markets and creating, delivering and communicating superior customer value.

Supranto and Limakrisna (2015:4) state that consumer behavior is an act directly involved in obtaining, using or consuming, and depleting products or services including processes that precede and follow these actions. Thus, it can be understood that consumer behavior is a very complex multidimensional process. This is because the marketing practices are basically designed to influence consumer, company, individual, and community behavior.

Price is a company management system that will determine the right base price for a product or service and must determine strategies related to discounts, freight payments and shared variables (Kotler and Keller, 2015). Price is not just a marketing mix element that generates revenue only, but the price is also a component that describes the cost. Compared to other components of the marketing mix, price is the most flexible component because it can be changed quickly (Kotler and Keller, 2015).

The product is managing the elements of the product including the planning and development of the right product or service to be marketed by changing the existing product or service by adding and taking other actions affecting the various products or services (Kotler and Keller, 2015). Consumers love products that offer the most quality performance, or innovative features. Therefore, managers in the organization focus on product quality and strive to improve the quality of the product over time (Kotler and Keller, 2015).

Promotion is a factor that determines success in marketing a product. The product will be widely marketed if the promotion covers a large area (Santoso, Waluyo and Listyorini, 2013). Ongoh et al. (2015) argues that promotion is a kind of communication that explains and convinces potential customers about goods and services in order to gain attention, educate, remind and convince potential customers.

The social factor is a group of people who are equally close considerations of equality in community status or awards that continually socialize among themselves both formally and informally (Lamb, 2001). Kotler and Armstrong (2014) social factors are formal and informal interactions in a relatively permanent society whose members share similar interests and behaviors in an attempt to achieve common goals.

Kotler and Keller (2015) Brand image is the perception and belief that consumers have, as reflected in the associations formed in their memory. The brand image presents the overall perception of the product and is shaped from the past information and experience of the product. Sutisna in Supriyadi

and Marlien (2014) defines the image of the product/service as the sum of the images, impressions and beliefs that a person has of an object. Image to a product / service related to attitude in the form of belief and preference to a brand / service.

According to Kotler and Keller (2015) decision-making is an individual activity that is directly involved in obtaining and using the goods offered. Purchase decision process is a consumer behavior to determine a decision development process in buying a product.

There are 5 stages namely problem recognition, information search, evaluation of alternatives, purchase decision, postpurchase behavior (Figure 4) in consumer purchasing decisions. Each customer goes through these five phases to make a purchase. The five stages of the purchase decision process can be seen in Figure 4 below.

Figure 4
Stages of Purchase Decision Process



Source: Kotler and Keller (2015)

Based on Figure 4 above, it can be explained that the stage of the purchasing decision process starts from the problem or the needs of consumers, seeking information, assessment of choice, which then decide the purchase and behavior according to purchase. For more details can be explained as follows.

a. Problem Recognition

It is the first stage in the consumer purchase decision process to recognize a problem or need

b. Information Search

At this stage consumers are driven to find more information, consumers can more easily perform active information search. when more information is obtained the consumer's awareness and knowledge of the goods or services will increase.

c. Evaluation of Alternatives

Consumers use information to evaluate alternative brands in the mind set. d. Purchase Decision

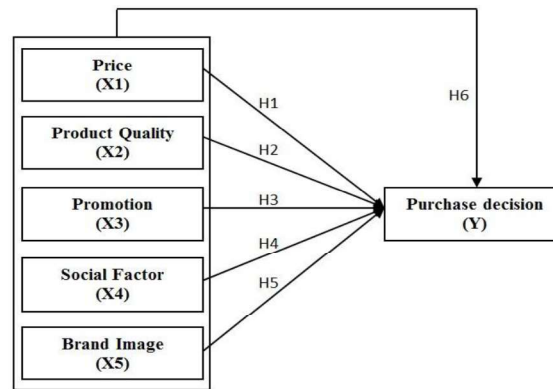
At this stage the consumer actually purchases a product. e. Post-purchase Behavior

After purchasing the product, the consumer will experience a certain degree of satisfaction or dissatisfaction. If the product matches expectations then the consumer is satisfied. If it exceeds expectations then the consumer is very satisfied. If less meet expectations, consumers are not satisfied.

This framework refers to the previous research of Ahmad and Ahmad's (2014). The study establishes the variable price, product quality, promotion, and social factor as independent variable or independent variable and purchase decision as dependent variable or dependent variable. Referring to the previous research, in the framework of thinking researchers add brand image variable as an

independent variable. This is in view of the importance of brand image in shaping consumer perceptions or purchasing behavior toward a product (Idris, 2013 and Zhang, 2015).

Figure 5
Research Framework



Source: Ahmad and Ahmad (2014) and Zhang (2015)

Based on the theory and previous research, so it can be proposed the following research hypothesis:

H1: Price has a significant effect on purchasing decisions

H2: Product quality has a significant effect on purchasing decisions

H3: Promotion has a significant effect on purchasing decisions H4: Social factor has a significant effect on purchasing decisions H5: Brand image has a significant effect on purchasing decisions

H6: Price, product quality, promotion, social factor, and brand image simultaneously have a significant influence on purchasing decisions.

3. METHODOLOGY

This research was conducted with explanative method, which aims to explain the causal relationship between one variable affecting other variables through hypothesis testing (Cooper and Schindler, 2014) with quantitative approach, is to know the influence of variable price, product quality, brand image, social factor to the purchase decision variable of Loop.

3.1 PARTICIPANTS

The sample method used is non-probability sampling because the total of the population of 2.4 million subscribers who are sampled must meet the criteria, the criteria set out in this study are as follows:

1. Minimum age of respondents who can be sampled 17 years. This is because the respondents at the age below 17 years are still considered less objective in answering research questions about the decision to purchase Loop products.

2. The research sample is Telkomsel Loop active customer. Active customers are where no msisdn from these customers can still receive and make calls and access to internet packages.

Meanwhile, to determine the size of the sample that will be examined from all customers Loop position per month November 2017 Jabodetabek region used Slovin formula (Umar, 2013).

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n : Sample

N : Population

e : disired margin of error

In sampling and population here used a failure rate (e) 5% which means 95% confidence level.

Based on the calculation of the number of samples with Slovin formula obtained the number of representative samples in these study as many as 399.93 respondents and rounded up to 400 samples.

The main source of this research data using primary data in the form of questionnaires. The technique of distributing the questionnaire is done by giving a written statement to the respondent. Furthermore the respondent responds to the statement given. In this research with the technique of spreading the questionnaire is used Likert scale measurement technique. The Likert scale is a form of scale that will indicate the answer of the respondents agreeing or disagreeing over a statement about an object. Scale is what gives the number or value of an object, so that the characteristics contained in the object can be measured. The measurement method using the Likert scale consists of five answer ranges: (5) strongly agree, (4) agree, (3) disagree, (2) disagree, and (1) strongly disagree. The advantage of using Likert scale is the ease of making it, and generally respondents are ready and understood to answer the Likert scale (Malhotra, 2014).

3.2 MEASUREMENTS

The variables used in this research are purchasing decision (Y) as dependent variable, and price (X1), product quality (X2), promotion (X3), social factor (X4), and brand image (X5) as independent variable, with the operational definition of each variable is as follows:

1. Purchasing Decision (Y)

Purchasing decisions are an individual activity directly involved in obtaining and using the goods offered (Kotler and Keller, 2015) .The dimensions of measuring buyer decision variables in this study include the introduction of problems / needs, information retrieval, evaluation of alternatives, purchasing decisions, and post-purchase evaluation.

2. Price (X1)

The literature attests to the fact that price is an important factor that determines consumer buying behavior. Pakola et al. (2001) in Ahmad and Ahmad (2014) states that prices affect the buying behavior of people who want to buy new services primarily by focusing on the telecommunications sector. The dimensions to measure the price variables in this study include the price expectations offered by different service providers and discounts.

3. Product Quality (X2)

Product quality is a form of assessment of the product to be purchased, whether it meets what consumers expect (Idris, 2013).

4. Promotion (X3)

The literature attests to the fact that promotion is done as a fundamental factor that has a direct or indirect effect on consumer purchasing behavior (Ahmad and Ahmad, 2014). Dimensions for measuring variables in this study include word of mouth, good ad design, and other advertising.

5. Social Factor (X4)

Kaapand (2012) in Ahmad and Ahmad (2014) social factors is a behavior undertaken by cellular consumers in choosing cellular operators, where consumers take the influence of their friends and family as a reference in taking a buying decision. The dimensions to measure social variables in this study include references such as family and friends.

6. Brand Image (X5)

Brand image is the perception and belief that consumers have, as reflected in the associations formed in their memory (Kotler and Keller, 2015).

3.3 DATA ANALYSIS

Data analysis in this research is done by using multiple regression analysis. Multiple regression analysis is performed when the number of independent variables used is more than one that affects one dependent variable. Independent variables used in this study amounted to five variables: price, product quality, promotion, social factor, and brand image. Then the reason for the use of multiple regression analysis method also in this research do simultaneous test or F test from variable price, product quality, promotion, social factor, and brand image to purchasing decision. The multiple regression formula is as follows (Siregar, 2013):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Where:

Y = Purchase Decision

α = constants

β = coefficients regression

X₁ = Price

X₂ = Product quality

X₃ = Promotion

X₄ = Social factor

X₅ = Brand image

4. RESULTS AND DISCUSSION

Hypothesis testing in this research is done by multiple linear regression tests. Multiple linear test to answer the hypothesis in this study by looking at the value of t test and test value F. The test results terebut can be seen in the following table:

Table 1
 Multiple Linear Regression Test Result

	β	t _{statistic}	Prob.
Price → Purchase Decision	0,059	3,200	0,001
Product Quality → Purchase Decision	0,107	5,119	0,000
Promotion → Purchase Decision	0,104	3,859	0,000
Social Factor → Purchase Decision	0,041	2,008	0,045
Brand Image → Purchase Decision	0,563	18,622	0,000
		F _{statistic}	573,275 (0,000)
		R	0,941
		Adjusted R ²	0,884

Source: Results of data processing with SPSS

Based on the table of t- test results can be made to answer the research hypothesis as follows:

Hypothesis 1:

The first hypothesis in this study examines the effect of price on the purchasing decision of telkomsel loop products.

Ho1 : Price has no significant effect on purchasing decisions Ha1 : Price has a significant influence on purchasing decisions Terms

If sig. > alpha 0.05, then the null hypothesis is accepted If sig. < alpha 0.05, then the null hypothesis is rejected Conclusion

Based on the results of regression testing in Table 1, the price variable obtained significance value of 0.001 < alpha 0.05 and t-statistic of 3.200 > t- table 1.966 (df

= 371, alpha 0.05). This means that Ho1 is rejected and Ha1 is accepted, so it is concluded that price has significant influence on the purchasing decision of telkomsel loop product. The results of this hypothesis support Ahmad and Ahmad's research (2014) that there is a significant influence of price on buying behavior. Similar results were also shown by research conducted by Amrullah and Agustin (2016); Ongoh et.al. (2015); Samosir and Prayoga (2015) and Santoso et.al. (2013) that prices partially have a significant effect on purchasing decisions.

Hypothesis 2:

The second hypothesis in this study examines the effect of product quality on the purchasing decision of telkomsel loop product.

Ho2 : Product quality has no significant effect on purchasing decisions

Ha2 : Product quality has a significant influence on purchasing decisions

Based on the results of regression testing in Table 1, the product quality variable obtained a significance value of 0.000 < alpha 0.05 and t-statistic of 5.119 > t table

1.966 (df = 371, alpha 0,05). This means that Ho2 is rejected and Ha2 is accepted, so it is concluded that product quality has significant influence to the purchasing decision of telkomsel loop product. The results of this hypothesis support the research of Amrullah and Agustin (2016) that product quality partially significant effect on purchasing decision. Similar results are also shown by Santoso et.al. (2013) that there is a positive effect of product quality on purchasing decisions.

Idris (2013) also proves that product quality has a positive and significant effect on purchasing decisions.

Hypothesis 3:

The third hypothesis in this study examines the influence of promotion to the purchasing decision of telkomsel loop products.

Ho3 : Promotion has no significant effect on purchasing decisions

Ha3 : Promotion has a significant influence on purchasing decisions

Based on the results of regression testing in table 1, the promotion variable obtained significance value of $0.000 < \alpha 0,05$ and t-statistic of $3.859 > t$ table

1.966 (df = 371, alpha 0,05). This means Ho3 rejected and Ha3 accepted, so it is concluded that promotion has a significant influence on purchasing decisions of telkomsel loop products. The results of this hypothesis support Ongoh et.al. (2015) that partially promotional strategy has a significant effect on consumer purchasing decisions. The same results are also shown from the findings of Samosir and Prayoga (2015) research where product promotion has a significant influence on customer behavior in deciding to purchase a product.

Hypothesis 4:

The fourth hypothesis in this study examines the influence of social factors on the decision to purchase telkomsel loop products.

Ho4 : Social factor has no significant effect on purchasing decisions

Ha4 : Social factor has a significant influence on purchasing decisions

Based on the results of regression testing in table 1, the social factor variable obtained a significance value of $0.045 < \alpha 0.05$ and t-statistic of $2.008 > t$ table

1.966 (df = 371, alpha 0,05). This means Ho4 rejected and Ha4 accepted, so it is concluded that promotion has a significant influence on purchasing decisions of telkomsel loop products. The results of this hypothesis support Ahmad and Ahmad's research (2014) which states that social factors are the most significant factors that have a positive impact on buying behavior. Urfana and Sembiring (2013) also proved that social factors have a positive and significant impact on purchasing decisions. In line with the results of research Supriyono (2015) that social factors have a positive relationship to purchase decisions but not significant. In addition, research Santoso and Purwanti (2013) also proved that social factors significantly influence consumer purchasing decisions.

Hypothesis 5:

The fifth hypothesis in this study examines the effect of brand image on the purchasing decision of telkomsel loop product.

Ho5 : Brand image has no significant effect on purchasing decisions

Ha5 : Brand image has a significant influence on purchasing decisions

Based on the results of regression testing in table 1, the brand image variable obtained a significance value of $0.000 < \alpha 0.05$ and t-statistic of $18.622 > t$ table

1.966 (df = 371, alpha 0,05). This means that Ho5 is rejected and Ha5 is accepted, so it is concluded that the brand image has a significant influence on the purchase decision of the product telkomsel loop. The results of this study support the study of Amrullah and Agustin (2016) that the brand image partially significant effect on purchasing decisions. Fianto (2014) explains that brand image has an important role in influencing purchasing behavior and brand trust has a mediating role between brand image relationship and buying behavior. Research Idris (2013) also proved that the brand image has a positive and significant impact on purchasing decisions.

Hypothesis 6:

The sixth hypothesis in this study examined the influence of price, product quality, promotion, social factor, and brand image of the decision to purchase telkomsel loop products.

Ho6 : Price, product quality, promotion, social factor, and brand image simultaneous has no significant effect on purchasing decisions

Ha6 : Price, product quality, promotion, social factor, and brand image simultaneous have a significant influence on purchasing decisions

Based on the results of regression testing in table 1, the variable price, product quality, promotion, social factor, and brand image obtained value significance of

$0.000 < \alpha 0.05$ and F-statistic of $573.275 > F$ table 2.238 (df1 = 5 df2 = 371 , alpha 0.05). This means that Ho6 is rejected and Ha6 is accepted, so the results obtained that price, product quality, promotion, social factor, and brandimage simultaneously have a significant influence on purchasing decision of loop product.

The results of this study support the results of research conducted by Santish et.al. (2011) that quality is one of the main factors affecting consumer buying behavior. Meanwhile, quoted from Ahmad and Ahmad (2014) research conducted by Ashaduzzaman et.al. (2011) shows that price is seen as a determinant factor and motivation or motivational motivation for people to buy a particular cellular service provider. Meanwhile, regarding social factors Dadzie and Mensah (2011) explained that the influence of friends and family in purchasing decisions is more than just quality services from mobile service providers (Ahmad and Ahmad, 2014).

Based on table 1 obtained R value of 0.941. This explains that the relationship of independent or independent variables in this study are price, product quality, promotion, social factor, and brandimage with dependent or dependent variable ie purchase decision of 0.941. Meanwhile the value of Adjusted R Square is 0.884 or

88.4%. This means that the contribution or influence of variable price, product quality, promotion, social factor, and brand image to the purchasing decision of telkomsel loop product is 88,4%, while the rest equal to 11,6% influenced by other variable outside this research.

5. CONCLUSIONS AND RECOMMENDATIONS

This study finds the influence of Price, product quality, promotion, social factor and brand image on purchasing decisions process on Telkomsel Loop products. Brand image or brand image as the most dominant determinant of purchasing behavior in Telkomsel Loop products basically reflects Telkomsel's image in Telkomsel Loop product in the community. Furthermore, this indicates that customers pay more attention to the variety or variance of Telkomsel Loop Internet service products tailored to the tastes of young people. With more detailed conclusions as follows:

1. Price proved to have a significant influence on the purchasing decision process of Telkomsel Loop product on Youth Segment.
2. Product quality proved to have a significant influence on the purchasing decision process of Telkomsel Loop product on Youth Segment.
3. Promotion proved to have a significant influence on the purchasing decision process of Telkomsel Loop product on Youth Segment.
4. Social factor proved to have a significant influence on the purchasing decision process of Telkomsel Loop product on Youth Segment.
5. Brand Image proved to have a significant influence on the purchasing decision process of Telkomsel Loop product on Youth Segment.
6. Price, product quality, promotion, social factor and brand image are proven simultaneously or together have a significant influence on the purchase decision process of Telkomsel Loop product on segment Youth.

Suggested to the marketing management to pay attention to aspect or factor of brand image or brand image, this is because based on research findings of this aspect proved to have the most dominant contribution to customer purchasing behavior to Telkomsel Loop product at Segment Youth. Therefore, managers must remember that in order to attract and retain customers, they must focus on the brand image of Telkomsel Loop products in their marketing campaigns and promotional activities in relation to the mobile service sector. The promotion of mobile services is also one of the shaping aspects of customer purchasing behavior towards Telkomsel Loop products in the Youth segment, so managers must concentrate on forming product strength (in this case product function and product design or packaging), product uniqueness in this case product differentiation with competitors, product variations, design variations or product packaging), and forming product excellence (in this case setting up service products to be easy to remember, easy to say, and easy to get service products). Managers should focus on building the image of Telkomsel Loop products, this is because the competition of cellular service providers in Indonesia at the price level is so competitive that it is difficult to compete on that price aspect. Therefore, the management must look for other alternatives in winning the market where based on the results of this research brand image or a good product image will be able to improve customer purchasing decisions against Telkomsel Loop. It is then suggested to further research to conduct a more in-depth study of this mobile service marketing mix towards purchasing decisions in

the form of in-depth qualitative research in order to be able to understand consumer purchasing decisions, especially in cellular service providers in increasing corporate competition.

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