

The Influence of the Three Largest Operators in Indonesia on Sim Card Purchasing Decisions Regarding Network Coverage Image, Product Quality, and Digital Marketing Promotion

Abdullah Kafabih¹, Astrid Puspaningrum², Ananda Sabil Hussein³, Djumilah Hadiwidjojo⁴
^{1,2,3,4}*Doctoral Program in Management Science Brawijaya University*

Abstract- Purpose: Analyzing the influence of Network Coverage Image, Product Quality, and Digital Marketing Promotion on the purchasing decisions of SIM Card products from providers Telkomsel, Indosat Ooredoo, and Hutchison 3ID in Indonesia

Methodology/approach: The subjects of comparative research in this study are users of SIM card products from Telkomsel, Indosat Ooredoo, and Hutchison 3ID. Data collection methods used in this study include primary data (questionnaires) with a Likert scale of 1-5 and secondary data. The analysis technique applied in this research is Structural Equation Modelling (SEM), and the software used for data analysis is Lisrel 8.8.

Results/findings: The research findings indicate that the network coverage image variable from Telkomsel and Indosat Ooredoo data influences the purchasing decision variable, while it does not have an impact from Hutchison 3 Indonesia data. For the product quality variable, Telkomsel and Indosat Ooredoo data do not affect the purchasing decision variable, whereas it has an influence from Hutchison 3 Indonesia data. Regarding the digital marketing promotion variable, data from Telkomsel, Indosat Ooredoo, and Hutchison 3 Indonesia all influence the purchasing decision variable.

Contribution: Providing information to providers telecommunication in Indonesia about the importance of Network Coverage Image, Product Quality, and Digital Marketing Promotion on the Purchasing Decisions of SIM Card products from Telkomsel, Indosat Ooredoo, and Hutchison 3ID.

Novelty: Theoretically enhancing comprehension of purchasing decisions within the telecommunications sector through examining the impact of network coverage image, digital marketing promotion, and product quality.

Keywords: Coverage Image, Digital Promotion, Quality and Purchasing Decision.

1. INTRODUCTION

One industry that ensures it will continue to expand in 2021 is the telecommunications industry, with its primary driving force being the mobile phone industry. In the competitive field of the mobile phone industry in Indonesia, several providers participate, including PT. Hutchison 3ID (Tri), PT. XL Axiata (XL & Axis), PT. Indosat Ooredoo (IM3, Mentari & Matrik), PT. Telekomunikasi Selular (Simpati, Halo, Loop), and PT. Sinar Mas (Smartfren). With the increasing number of competitors, there are more choices for customers to select products that meet their expectations (Barsky, 2000).

Looking at the aspects of Network Coverage Image and product quality, there is no doubt about their excellence. However, that is not enough to convince consumers. Therefore, to introduce the product with all its advantages to consumers, companies need to implement effective promotional strategies. Promotion is a one-way flow of information created to direct individuals or organizations towards actions that create exchanges or transactions in marketing. Through promotion, individuals who were previously uninterested in purchasing a product or service become interested and try the product or service, leading to consumer purchases (Kotler, 2010). There are various types of promotions, and in this study, the focus will be on promotions conducted through the internet media (Digital Marketing Promotion).

The research involves a comparative case of three telecommunications providers ranked 1st, 2nd, and 3rd, namely Telkomsel, Indosat Ooredoo, and Hutchison 3ID. The research variables are network

coverage image, product quality, digital marketing promotion, and purchasing decisions, with a sample of users in Indonesia.

2. LITERATURE REVIEW

Definition of Marketing

There are several definitions of marketing, one of which is presented by Kotler (2017): "Individual and obtain what they need and want through creating, offering and freely exchanging product and service social of value with others." Marketing is a social and managerial process that involves individuals and groups obtaining what they need and want by creating, offering, and freely exchanging valuable products and services with others.

Meanwhile, according to Basu Swastha (2014), he defines, "Marketing is the overall system of business activities aimed at planning, setting prices, promoting, and distributing goods, services, and ideas to target markets to achieve organizational goals." From the above definition, conclusions can be drawn regarding the core concepts of marketing: needs, wants, and demands of products, value, cost and satisfaction, exchange, transactions, and market and marketing relationships, as well as marketers."

Network Coverage Image

Image is a set of beliefs, ideas, and impressions that someone has about an object (Kotler, 2017). Developing a strong image requires creativity and hard work. Image cannot be implanted in the human mind overnight or disseminated through mass media. Instead, the image must be conveyed through every available means of communication and consistently disseminated. To successfully acquire and retain its consumers, a company must make every effort to present a product with a positive brand image in the eyes of consumers. Displaying a product with a positive brand image can enhance consumer trust in the product and encourage them to become loyal customers over time. Image is the perception formed in society (consumers/customers) about the goodness or badness of a company (Majid, 2019).

Network Coverage is one of the crucial factors for telecommunications companies in marketing activities because introducing and offering products and

services are inseparable from reliable network coverage. This means that network coverage image does not stand alone. The network coverage image is attached to the brand for telecommunications companies and must align with other components of the marketing process (Surachman, 2008). In addition, the concept of a brand is not just something that can display its functional value, but it can also provide certain values in the hearts or minds of consumers (Mandal, P. C, 2019).

Network coverage image plays several roles for the company marketing it. One important economic role is enabling the company to achieve economies of scale by expanding the coverage of its services on a mass scale (Lai, 2012). Another invaluable economic role is that a strong network coverage image can act as a barrier for competitors trying to introduce a brand with the same services. Broad coverage plays a strategic role by differentiating between telecommunication products offered by a company and those of its competitors (Kanuk, 2008).

Product Quality

People satisfy their desires and needs through products. Another term used to refer to products is offerings and solutions. Products or offerings can be distinguished into three types: physical goods, services, and ideas. The importance of physical products is more dependent on the services they provide to their owners, making physical products a means of providing services to us. A product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Hsu, 2018).

From several definitions, it can be concluded that a product is anything tangible, whether goods or services, used to satisfy consumers, where each product or service has different benefits (Durianto, D., 2013). It can be said that customers, when buying a product, are not just buying a set of its physical attributes; rather, they are paying for something expected to satisfy their needs and desires.

According to Barnes (2013), there are five levels of products, namely core benefit, basic product, expected product, augmented product, and potential product. The explanations for the five levels of products are:

1. At the core level is the core benefit: the service or benefit that customers buy.
2. At the second level, marketers must transform the core benefit into a basic product.
3. At the third level, marketers prepare the expected product, a set of attributes and conditions usually expected by buyers when they purchase the product.
4. At the fourth level, marketers prepare additional products that exceed customer expectations.
5. The fifth level is the potential product, which includes all possible additional features and transformations that a product or offering may experience in the future. This is where companies seek new ways to satisfy customers and differentiate their offerings.

Product quality, according to the American Society for Quality Control, is defined as 'The totality of features and characteristics of a product or service that bears on its ability to satisfy given needs.' This means the overall features and characteristics of a product or service that demonstrate its ability to satisfy implied needs. This definition focuses on consumer quality, implying that a seller has provided quality if the seller's product or service meets or exceeds consumer expectations (Buoye, 2016).

Product quality is the understanding that the product offered by the seller has additional value that competitors' products do not have. Therefore, companies strive to focus on product quality and compare it with the products offered by competing companies. However, a product with the best appearance or even a better appearance is not of the highest quality if its appearance is not what the market needs and desires. Christopher Lovelock (2010) states that product quality is the ability of a product to perform its function, including overall durability, reliability, accuracy, ease of operation and repair, and other product attributes.

Digital Marketing Promotion

Promotion is one of the variables in the marketing mix that is crucially implemented by companies to market their products. Promotional activities not only serve as a communication tool between the company and consumers but also as a tool to influence consumers in

the purchasing or usage of products according to their needs and desires (Sunyoto, 2012). Promotion encompasses all types of marketing activities aimed at stimulating demand. It is an information or persuasion flow created to direct an individual or organization towards actions that create exchanges in marketing. On the other hand, according to Tjiptono (2011), sales promotion is a form of direct persuasion with various incentives to stimulate immediate product purchases and increase the quantity of goods purchased by customers.

According to Indriyo Giltosudarmo (2012), Promotion is an activity aimed at influencing consumers so that they become acquainted with the products offered by the company and then become pleased to purchase those products. The tools that can be used to promote a product include various methods such as advertising, sales promotion, publicity, personal selling, collectively referred to as the promotion mix. According to Ghazali (2016), promotion is one of the determinants of the success of a marketing program. No matter how high the quality of a product is, if consumers have never heard of it and are not convinced that the product will be useful to them, they will not buy it.

Digital marketing promotion encompasses all promotions carried out through internet media. Operators most often conduct their promotions through advertisements on social media, YouTube, and digital newspapers frequently visited by customers. The digital marketing promotion variable is crucial to prevent customers from switching to other operators (churning) and serves as one of the customer retention programs. It is chosen because digital promotions via the internet have become immensely significant, with advertisements on YouTube even starting to overshadow television advertisements (Jose, 2016).

Purchasing Decision

A purchasing decision is a consumer decision influenced by economic finances, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process, forming an attitude in consumers to process all information and draw conclusions in the form of a response, indicating which product will be purchased (Alma, 2011).

Consumer purchasing decisions are decisions made by individual consumers and households buying goods and services for personal consumption (Karima, 2012). According to Tjiptono (2011), consumer purchasing decisions involve choosing one action from two or more alternative options. Consumer behaviours can be defined as the activities of individuals directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Kato, 2021). There are two important aspects of the meaning of consumer behaviour, namely:

1. The decision-making process.
2. Physical activities, all of which involve individuals in assessing, acquiring, and using economic goods and services.

3. RESEARCH METHODOLOGY

Type and Research Method

This research is of the quantitative type. Quantitative research essentially tests theories related to the research problem through a framework formulated in the research hypothesis. The results of quantitative research can be generalized, starting from theory to data, and concluding with the acceptance or rejection of the theory used. The quantitative research method in this study uses comparative research. According to Silalahi Ulber (2012), comparative research is a study that compares two or more phenomena. Comparative research can be descriptive or correlational. Descriptive comparative compares the same variables for different samples. Furthermore, according to Hasan (2002), comparative analysis or comparison is a statistical procedure to test differences between two or more sets of data (variables). This test depends on the type of data (nominal, ordinal, interval/ratio) and the sample groups being tested. Comparison between two independent samples means that these samples are clearly separated, where members of one sample do not become members of the other sample. Arikunto Suharsini (2006) states that in comparative research, one can discover similarities and differences about objects, people, work procedures, ideas, criticisms of individuals, groups, or towards an idea or work procedure. It can also compare the similarities of

views and changes in the views of individuals, groups, or countries, regarding cases, people, events, or ideas.

Population and Sample

Data collection through questionnaires for users of Telkomsel, Indosat Ooredoo, and Hutchison 3ID SIM cards in Indonesia was conducted for 1 month. The sample in this study consists of users of Telkomsel, Indosat Ooredoo, and Hutchison 3ID SIM cards in Indonesia, with each having 116 samples for Telkomsel, 87 samples for Indosat Ooredoo, and 162 samples for Hutchison 3ID.

Data Analysis Technique

Analysing the influence of brand image, product quality, and promotion on purchase decisions by using tabulation from the questionnaire responses. To measure brand image, product quality, promotion, and purchase decisions, average formulas were employed. The obtained averages were then mapped into scale ranges considering interval information according to Durianto (2011).

Table 1. Measurement of Scale Ranges

Answer Alternative	Value		
	Strongly Disagree	1,00	s/d
Disagree	> 1,80	s/d	≤ 2,60
Undecided	> 2,60	s/d	≤ 3,40
Agree	> 3,40	s/d	≤ 4,20
Strongly Agree	> 4,20	s/d	≤ 5,00

Data Analysis Method

The analysis technique employed in this research is using Structural Equation Modeling (SEM) method. The tool utilized for data analysis is the Lisrel 8.8 program.

4. RESULTS AND DISCUSSION

Validity and Reliability

Out of the total number of respondents, which amounted to 419 for the entire sample, 162 were users of Hutchison 3 Indonesia SIM cards, 116 were users of Telkomsel SIM cards, and 87 were users of Indosat SIM cards. The validity and reliability tests were conducted. The validity test, using SEM, revealed values in the outer loadings report over two rounds.

After retesting by eliminating outer loadings values below 0.50, the data can be considered valid.

Reliability Test Results

To assess the reliability of the measurement instrument used in this study for the three datasets (Tri, Telkomsel, and Indosat), the reliability can be determined by examining the Construct Reliability scores. To be considered reliable, the Construct Reliability value must be greater than 0.70.

Table 2. Results of Reliability Test Scores

No	Variable	Construct Reliability		
		3ID	Telkomsel	Indosat
1	Network Coverage Image	0.793	0.883	0.781
2	Product Quality	0.768	0.818	0.851

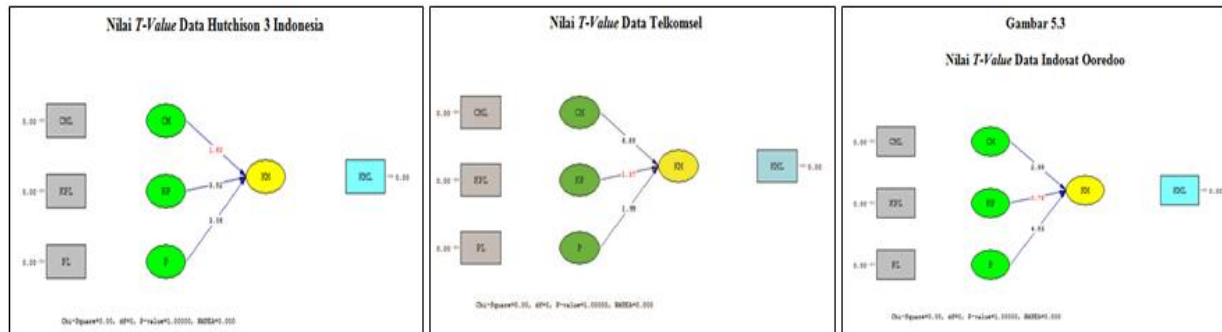
3	Digital Marketing Promotion	0.717	0.799	0.711
4	Purchase Decision	0.799	0.782	0.869

From the table above, the Construct Reliability values for all variables are above 0.70. Therefore, it can be concluded that the reliability of the data for all operators is statistically reliable based on Iberia’s theory in Wijanto (2008).

Hypothesis Testing

The basis used to test the hypothesis is the values found in the T-Value data for the variables Network Coverage Image, product quality, and Digital Marketing Promotion on the variable purchase decision. The T-Value for each variable can be seen in the figure below.

Image 1. T-Value Scores



For Hutchison 3ID, The T-value for the effect of Network Coverage Image on purchasing decisions, indicates a value of 1.60 which is smaller than the critical T-value (1.96). From these results, it can be concluded that the hypothesis test H1 regarding the influence of brand image on purchasing decisions is considered not significant and does not have a positive effect. Whereas for Telkomsel and Indosat, the T-values for the effect of product quality on purchasing decisions show values of 1.37 and 0.79, respectively, which are smaller than the critical T-value (1.96). From these results, it can be concluded that the hypothesis test H2 regarding the influence of product quality on purchasing decisions is considered not significant and does not have a positive effect.

The Influence of Network Coverage Image on Purchase Decisions for SIM Card Providers Telkomsel, Indosat Ooredoo, and Hutchison 3ID.

Here are the results of data analysis regarding hypothesis 1 (whether Network Coverage Image

influences purchase decisions) from Telkomsel, Indosat, and Hutchison 3ID data.

Table 3. Summary of Data Management for Hypothesis 1 (H1)

No	Provider	T Value	Description
1	Telkomsel	6.88	Influential
2	Indosat Ooredoo	2.99	Influential
3	Hutchison 3ID	1.60	Not Influential

From the table above, it is known that for hypothesis 1 from the data of Telkomsel and Indosat, the variable Network Coverage Image has a significant influence on the variable purchase decision. This means that the better the Network Coverage Image of Telkomsel and Indosat SIM card products, the more it will affect the purchase decision of Telkomsel and Indosat products, and vice versa. This finding is consistent with the study conducted by Tri Gunawan and Sasi Agustin (2017), which states that any changes in brand image will cause changes in the purchase decision of Honda Beat motorcycles in Surabaya, and its effect is positive

or unidirectional, meaning that an increase in brand image will lead to an increase in the purchase decision of Honda Beat motorcycles, and conversely, a decrease in brand image will lead to a decrease in the purchase decision of Honda Beat motorcycles.

Meanwhile, for Hutchison 3ID products, the results obtained for hypothesis 1 (H1) show that the Network Coverage Image variable does not influence the purchase decision variable. This means that even though the Network Coverage Image of Hutchison 3ID SIM card products is low, it does not affect the purchase decision of Hutchison 3ID products. This is evidenced by the research data from 419 respondents, where 162 respondents or 39% are users of Hutchison 3ID SIM card products, exceeding users of Telkomsel SIM card products (116 respondents or 28%) and Indosat (87 respondents or 21%), even though the brand image data of Telkomsel and Indosat SIM card products are better. This is consistent with research by Rindang Lista Sari et al. (2014) based on test results conducted on respondents at PT. Pegadaian (Persero) Branch of North Manado, where Brand Image does not significantly influence Consumer Purchase Decisions. This indicates that consumers at PT. Pegadaian (Persero) Branch of North Manado consider that brand imaging is not a primary consideration in making decisions to purchase gold jewellery at PT. Pegadian (Persero).

If we examine the respondent data in more detail, it becomes apparent that Hutchison 3ID SIM card products are predominantly used by young individuals aged between 15 and 25 years old. This is evident from the data, which shows that out of 162 Hutchison 3ID SIM card users, 139 are aged between 15 and 25 years old and have a monthly income below 1.5 million. This implies that users of SIM cards in the 15-25 age group with a monthly income below 1.5 million do not consider the Network Coverage Image variable of a SIM card product when making purchasing decisions.

The Influence of Product Quality on Purchase Decisions of SIM Card Providers Telkomsel, Indosat Ooredoo, and Hutchison 3ID

Below are the results of data analysis for hypothesis 2 (whether product quality affects purchase decisions) from the data of Telkomsel, Indosat Ooredoo, and Hutchison 3ID.

Table 4. Summary of Data Processing for Hypothesis 2 (H2)

No	Provider	T Value	Description
1	Telkomsel	1.37	Not Influential
2	Indosat Ooredoo	0.79	Not Influential
3	Hutchison 3 Indonesia	3.82	Influential

From the table above, it is evident that for hypothesis 2 from the data of Telkomsel and Indosat, the product quality variable does not have a significant influence on the purchase decision variable. This means that in this study, no matter how good the product quality of Telkomsel and Indosat SIM cards is, it is not sufficient to affect the purchase decision of Telkomsel and Indosat SIM card products. In the descriptive analysis (5.2) above, the result for the product quality variable shows that the quality of Telkomsel and Indosat SIM card products is better compared to Hutchison 3ID SIM card products. However, out of 419 respondents, the number of users of Telkomsel and Indosat SIM cards is still much smaller compared to the users of Hutchison 3ID SIM cards. The number of Telkomsel SIM card users is 116 respondents, and the number of Indosat SIM card users is 87 respondents, while the number of Hutchison 3ID SIM card users is 162 respondents.

The findings of this research do not align with the results of Lidya Mongi et al. (2015), who stated that product quality influences purchase decisions. According to their study, high-quality products lead consumers to continue desiring to purchase Simpati SIM cards (Telkomsel). Additionally, Sandi Eka's research (2014) yielded results showing that product quality affects the purchase decisions of IM3 cellular cards among students at STIE Blitar.

From the research data, it is found that the T-Value of 3.82 is greater than the critical T-Statistic value (1.96), indicating that the product quality variable influences the purchase decision variable. These results support the obtained data, suggesting that the better the product quality, the more it affects the purchase decisions of Hutchison 3ID SIM card consumers. In the marketing strategy of Hutchison 3ID, strengthening product quality with affordable pricing has resulted in a considerable number of Hutchison 3ID SIM card users among students in Indonesia. Students, who often have limited income, seek SIM

card products with good quality (large internet data packages) at affordable prices.

The Influence of Digital Marketing Promotion on Purchase Decisions of SIM Card Providers Telkomsel, Indosat Ooredoo, and Hutchison 3ID

Below are the results of data management for hypothesis 3 (whether digital marketing promotion affects purchase decisions) from the data of Telkomsel, Indosat Ooredoo, and Hutchison 3ID.

Table 5. Summary of Data Management for Hypothesis 3 (H3)

No	Provider	T Value	Description
1	Telkomsel	1.99	Influential
2	Indosat Ooredoo	4.83	Influential
3	Hutchison 3ID	3.06	Influential

From the table above, it is observed that for hypothesis 3 from the data of Telkomsel, Indosat Ooredoo, and Hutchison 3ID, all of them have T-Values above the critical T-Statistic value (1.96). This indicates that all three providers state that the digital marketing promotion variable has a positive influence on the purchase decision variable. The greater promotional efforts of the three providers, the more they can enhance the purchasing decisions of consumers. This research aligns with studies by Tri Gunawan (2017) and Agustin (2016), which assert that the digital marketing promotion variable significantly and positively affects purchase decisions. Any changes in promotions will lead to changes in purchase decisions, and their influence is positive or unidirectional, meaning that an increase in promotions will lead to an increase in purchase decisions, and conversely, a decrease in promotions will result in a decrease in purchase decisions.

If we observe, the lowest value is found in the T-Value from Telkomsel's data (1.99) in table 5.15. Nevertheless, for the average value of the digital marketing promotion variable, Telkomsel has the highest value compared to Indosat and Hutchison 3ID. However, the difference in average values between the digital marketing promotion variable and the purchase decision variable indicates that Telkomsel has a significant difference compared to Indosat and Hutchison 3ID. For a comparison of average values, please refer to the table below.

Table 6. Difference in Average Values between Digital Marketing Promotion and Purchase Decision Variables

Mean Values	3ID	Telkomsel	Indosat
Digital Marketing promotion	3.55	3.96	3.83
Purchase Decision	3.49	3.72	3.73
Gab	0.06	0.24	0.10

From table 5.16 above, it is observed that the difference in average values between the digital marketing promotion variable and the purchase decision variable is 0.24 for Telkomsel, 0.06 for Hutchison 3ID, and 0.10 for Indosat. In this study, where most of the respondents are students aged between 15-25 years old with incomes below 1.5 million, Telkomsel's relatively strong digital marketing promotion activities do not have a significant influence on the purchase decisions of their SIM card products.

5. CONCLUSION

1. The hypothesis test results for H1 regarding whether the network coverage image variable influences the purchase decision variable of SIM card products from providers Telkomsel, Indosat, and Hutchison 3ID in Indonesia show that the data for Telkomsel and Indosat providers have an influence, while the data for Hutchison 3ID provider does not have an influence.
2. The hypothesis test results for H2 regarding whether the product quality variable influences the purchase decision variable of SIM card products from providers Telkomsel, Indosat, and Hutchison 3ID in Indonesia indicate that the data for Telkomsel provider and Indosat does not have an influence, and the data for Hutchison 3ID has an influence.
3. The hypothesis test results for H3 regarding whether the digital marketing promotion variable influences the purchase decision variable of SIM card products from providers Telkomsel, Indosat, and Hutchison 3 Indonesia in Indonesia show that the data for all provider has an influence.

6. SUGGESTION

Telkomsel and Indosat Ooredoo consistently excel over Hutchison 3ID in terms of network coverage image, product quality, and digital marketing

promotion. However, when the research respondents are predominantly students aged 15-25 with monthly incomes below 1.5 million, it turns out that in terms of the number of respondents, Hutchison 3 Indonesia surpasses both Telkomsel and Indosat Ooredoo. This provides practical information that for student respondents aged 15-25 with monthly incomes below 1.5 million, having a good brand image is not sufficient to influence their purchasing decisions. Students pay more attention to affordability or price rather than network coverage image, product quality, and digital marketing promotion.

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