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The Influence of Brand Image on Purchasing Decisions on IM3 Cellular Card User in Gorontalo

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Abstract
Currently, competition in the telecommunications operator (provider) business is very tight, this requires that every company or operator (provider) that issues various cellular cards compete with each other to win the competition. One of the basic advantages over the competition is the increasing number of customers who use the wrong card issued by the cellular phone company, assuming that the old customers do not switch to other cellular cards. The purpose of this study was to determine the impact of the Influence of IM3 Cellular Card Brand Image on Purchasing Satisfaction in Gorontalo. The analytical method used is path analysis or path analysis. Based on the results of this study, the first hypothesis proposed says that brand image (X) which consists of brand associations (X1), brand association support (X2), strength of brand associations (X3) and uniqueness of brand associations (X4) simultaneously has a positive effect and significant impact on purchasing decisions. Because competition is so fierce, the various attributes that have become IM3's brand image may change. As a result, the company, PT. Indosat.Tbk, should be able to keep it. This is in preparation for filtering out the fierce competition. Where there are many providers who, by bringing up the program as a type of offering that could happen, can displace the IM3 cellular card's brand image. In this study, brand association is a subvariable with little effect on purchasing decisions, so it is an opportunity for improvement.

Keywords: Brand Image, IM3 Cellular Card, Purchasing Decision, IM3 Cellular Card

1. Introduction

Currently, competition in the telecommunications operator (provider) business is very tight, this requires that every company or operator (provider) that issues various cellular cards compete with each other to win the competition. One of the basic advantages over the competition is the increasing number of customers who use the wrong card issued by the cellular phone company, assuming that the old customers do not switch to other cellular cards.

One factor that is often considered by consumers in deciding to buy is brand image. This is because brand image is important to define who the buyer is and becomes so important in deciding to buy something. Kotler and Armstrong (2012), brand image is a number of images, impressions and beliefs that a person has towards an object.

Brand image represents the overall consumer perception of a brand that is formed by information and consumer experience of a brand. Brand image is a series of consumer beliefs about a particular brand so that the brand association sticks in the minds of consumers. For companies, brand image will increase the efficiency and effectiveness of the company's marketing program, increase brand loyalty, increase price/profit margins, increase brand extensions, increase trade leverage, and increase competitive advantage.

Consumers are more likely to have made brand image (brand image) as the basis before consumers make purchases of a product/goods or services. With this statement, it is required that the company be able to create a more attractive brand image, and also be able to describe the functions and benefits of the goods or products in accordance with the wishes and needs of consumers, so that consumers will have a better perception of the image. the brand positively to the brand of a product. This is what should be suspected to be a factor that influences consumer purchasing decisions. As revealed by Rezki (2016) Brand image has a positive and significant influence on the decision to purchase IM3 prepaid cards PT Indosat, Tbk. This means that the IM3 Card is able to portray a good brand image in the cellular market, not just promising quality products, discount offers and product popularity, but making it happen. Fristiana (2012) thus says on the results of his research, that the variables of brand image affect consumer decisions.

PT. Indosat Tbk is one of the cellular network service providers in Indonesia that provides several types of products as a form of strategy to meet market wants and needs. One of the products from PT. Indosat Tbk is an IM3 Ooredoo internet starter card, where this starter card is now expanding and improving the quality of the 4G Plus network in 2018. Sales of IM3 Ooredoo internet starter cards are getting higher because the company continues to strive to build a growing customer base through increased network experience. PT. Indosat has targeted maximum achievements, and the targets to be achieved are first that an image is formed, for the image of young people, that life is not perfect, if you don't use a provider from IM3. Another target to be achieved is, where through various phenomena from this competition, so that PT. Indosat prioritizes the youth market which is considered a very dynamic market. Thus PT. Indosat is also more adaptable to change, as well as to the services of its products, PT. Indosat, in this case IM3, must be able to guarantee the needs and desires of its customers to keep buying these products. To guarantee this, IM3 focuses more on technology and value-added services, which means that the added value provided by this company, regarding the tariffs provided by customers, must be able to compete with other provider companies, in this case tariffs. which are super cheap, and the features available on the IM3 provider are more millennial-inspired to suit the needs of young people.

Based on the identification of the problems described above, the formulation of the problem posed is how much influence Brand image which consists of Brand Associations, Brand Association Support, Strength of Brand Associations, and Uniqueness of Brand Associations on IM3 Cellular Card Purchasing decisions with the aim of knowing the magnitude of the influence Brand image which consists of Brand Association, Brand Association Support, Brand Association Strength, and Brand Association Uniqueness towards IM3 Cellular Card Purchasing decisions.

2. Method

For the method in this study, using a survey research method. Survey research is meant by using the instrument in the questionnaire as a tool for data collection. According to Sugiyono (2010: 82) that the research method in this type of survey is a research method that is carried out based on a large number of populations or a small number of populations, but through data studied based on data from samples taken from that population.

The approach in this research uses quantitative research. Sugiyono (2010: 82) states that this type of quantitative research can be explained as a type of research that has a foundation on a type of positiveism philosophy, and is used to be able to research on certain populations or samples, and this quantitative research method is in the form of data related to numbers. – the numbers contained in the analysis using statistics. The population in this study is all consumers who use IM3 cellular cards, in this case, the people of Gorontalo. To get the desired number of samples and reflect the characteristics of the population, the number is done in the right way. So in this study

through two factors of the sampling technique or the determination of the sampling. In this case, what is meant by the sample in this study is that some consumers use IM3 cellular cards, namely the people of Gorontalo. Because the population is very large, a sample is taken from this population to represent the population.

The technique of data collection that will be used or carried out in this study is observation or observation, namely where this technique will observe all activities or activities that are related or related to the problem to be studied. Then interviews, this interview technique was carried out by the author in order to obtain a series of data from respondents or informants which included all information from information and information through interview results. In this case is the people of Gorontalo. After that, the questionnaire was carried out by distributing a set list of questions/written statements to the respondents.

3. Results

Looking at the results of the analysis through statistical data processing as to be able to determine the level of validity and reliability of each variable, both the independent variable and the dependent variable, which contains the processed data. So the testing of the instrument in this study both in terms of its validity and reliability against 96 respondents as IM3 card users, if the research instrument is stated to be valid, it can be seen in the comparison that the r-count value is greater than the r-table value (rcount> rtable), and to see the results of the instrument is declared reliable, if when the Cronbach's Alpha value exceeds the reliable standard value of 0.6 (> 0.6).

3.1. Validity and Reliability of Brand Association Variables test (X1)

Based on the results of the validity and reliability tests on the Brand Association variable (X1), through a research sample of 96 respondents using the IM3 card, it can be shown in the following table:

Table 3.1: The result of Validity and Reliability of Brand Association Variables test (X1)

Variable	indicator	validity test			reliability test	
		r-count	rtable N-2	desc	Alpha	desc
Brand Association (X1)	X1.1	0.878	0.2006	Valid	0.888	> 0.60 = Reliable
	X1.2	0.907		Valid		
	X1.3	0.926		Valid		

Based on the results shown in the table above, it can be explained that all statement items contained in the research instrument for the Brand Association variable (X1), have shown valid results. This decision was taken because the value of the level of validity test for all instrument items from the r-count value is greater than the r-table value (r-count > r-table). As for the reliability test results on the Brand Association variable (X1), regarding all items contained in the research instrument, it can be seen that the value of the alpha coefficient is 0.888, meaning that it has exceeded the standard value of Cronbach's alpha which is 0.6. So, in the reliability test it was concluded that all items from the statement for the Brand Association variable (X1) were said to be reliable, because the value of Cronbach's Alpha was > 0.60

3.2. Validity and Reliability of Brand Association Support Variables test (X2)

Based on the results of the validity and reliability tests on the variable Brand Association Support (X2), through a research sample of 96 respondents using the IM3 card, it can be shown in the following table:

Table 3.2: The result of Validity and Reliability of Brand Association Support Variables test (X2)

Variable	indicator	validity test			reliability test	
		r-count	rtable N-2	desc	Alpha	desc
Brand Association Support (X2)	X2.1	0.777	0.2006	Valid	0.820	> 0,60 = Reliable
	X2.2	0.758		Valid		
	X2.3	0.830		Valid		
	X2.4	0.857		Valid		

Based on the results shown in the table above, it can be explained that all statement items contained in the research instrument for the Brand Association Support variable (X2), have shown valid results. This decision was taken because the value of the level of validity test for all instrument items from the r-count value is greater than the r-table value (r-count > r-table). As for the reliability test results on the Brand Association Support variable (X2), regarding all items contained in the research instrument, it can be seen that the value of the alpha coefficient is 0.820, meaning that it has exceeded the standard value of Cronbach's alpha which is 0.6. So, in the reliability test it was concluded that all items from the statement for the Brand Association Support variable (X2) were said to be reliable, because the value of Cronbach's Alpha was > 0.60

3.3. Validity and Reliability Variable Strength of Brand Association test (X3)

Based on the results of the validity and reliability tests on the Strength of Brand Association variable (X3), through a research sample of 96 respondents who used the IM3 card, it can be shown in the following table:

Table 3.3 The result of *Validity and Reliability Variable Strength of Brand Association test (X3)*

Variable	indicator	validity test			reliability test	
		r-count	rtable N-2	desc	Alpha	desc
Strength of Brand Association (X3)	X3.1	0.780	0.2006	Valid	0.828	> 0,60 = Reliable
	X3.2	0.771		Valid		
	X3.3	0.845		Valid		
	X3.4	0.853		Valid		

Based on the results shown in the table above, it can be explained that all statement items contained in the research instrument for the Strength of Brand Association variable (X3), have shown valid results. This decision was taken because the value of the level of validity test for all instrument items from the r-count value is greater than the r-table value (r-count > r-table). As for the reliability test results on the Strength of Brand Association variable (X3), regarding all items contained in the research instrument, it can be seen that the value of the alpha coefficient is 0.828, meaning that it has exceeded the standard value of Cronbach's alpha which is 0.6. So, in the reliability test it was concluded that all items from the statement for the Strength of Brand Association variable (X3) were said to be reliable, because the value of Cronbach's Alpha was > 0.60

3.4. Validity and Reliability Variable Uniqueness of Brand Association test (X4)

Based on the results of the validity and reliability tests on the Unique Brand Association variable (X4), through a research sample of 96 respondents using the IM3 card, it can be shown in the following table:

Table 3.4: The result of Validity and Reliability Variable Uniqueness of Brand Association test (X4)

Variable	indicator	validity test			reliability test	
		r-count	rtable N-2	desc	Alpha	desc
Unique Brand Association (X4)	X4.1	0.892	0.2006	Valid	0.745	> 0,60 = Reliable
	X4.2	0.893		Valid		

Based on the results shown in the table above, it can be explained that all statement items contained in the research instrument for the Brand Association Uniqueness variable (X4), have shown valid results. This decision was taken because the value of the level of validity test for all instrument items from the r-count value is greater than the r-table value (r-count > r-table). As for the results of the reliability test on the Unique Brand Association variable (X4), regarding all items contained in the research instrument, it can be seen that the value of the alpha coefficient is 0.745, meaning that it has exceeded the standard value of Cronbach's alpha which is 0.6. So, in the reliability test it was concluded that all items from the statement for the Unique Brand Association variable (X4) were said to be reliable, because the value of Cronbach's Alpha was > 0.60

3.5. Validity and Reliability of Purchase Decision Variables test (Y)

Based on the results of the validity and reliability tests on the Purchase Decision variable (Y), through a research sample of 96 respondents using the IM3 card, it can be shown in the following table:

Table 3.5: The result of Validity and Reliability of Purchase Decision Variables test (Y)

Variable	indicator	validity test			reliability test	
		r-count	rtable N-2	desc	Alpha	desc
Purchase Decision (Y)	Y1.1	0.685	0.2006	Valid	0.702	> 0,60 = Reliable
	Y1.2	0.703		Valid		
	Y1.3	0.676		Valid		
	Y1.4	0.672		Valid		
	Y1.5	0.642		Valid		

Based on the results shown in the table above, it can be explained that all statement items contained in the research instrument for the Decision variable (Y), have shown valid results. This decision was taken because the value of the level of validity test for all instrument items from the r-count value is greater than the r-table value (r-count > r-table). As for the reliability test results on the Purchase Decision variable (Y), regarding all items contained in the research instrument, it can be seen that the value of the alpha coefficient is 0.702, meaning that it has exceeded the standard value of Cronbach's alpha which is 0.6. So, in the reliability test it was concluded that all items from the statement for the Purchase Decision variable (Y) were said to be reliable, because the value of Cronbach's Alpha was > 0.60

3.5.1. Statistical Data Analysis

The results of statistical analysis in this study, using path analysis or better known as path analysis, it can be seen that the independent variables (independent) both simultaneously and partially can have a real (significant)

influence on the dependent variable (dependent). Based on the results of statistical tests through processed data on 84 respondents, in this case, the customers or consumers in the study, using path analysis, the following equation is obtained:

$$Y = 0.222X1 + 0.285X2 + 0.269X3 + 0.447X4 + 0.208\varepsilon$$
$$\text{With } R2 = 0.792$$

Based on the results of the equation values above, it has been shown that the coefficient of the independent variable, namely the Brand Association variable (X1), for this study, and the effect on Purchasing Decisions (Y) has been measured, it is concluded that there is a relationship between the two variables, where this relationship , is a relationship that has a positive level of influence. Based on the results of processed data, the value of the influence of the Brand Association variable (X1) directly on the Purchase Decision variable (Y) is 0.222 or 22.2%. As for the variable Brand Association Support (X2) based on the equation above, it is explained that the value seen has a relationship between Brand Association Support (X2) and Purchase Decision (Y). The relationship of this influence indicates that for the variable Brand Association Support (X2), which has been measured against the purchasing decision variable (Y), it can be concluded that the relationship between the two variables, namely Brand Association Support (X2) on Purchase Decision (Y), has a high level positive influence of 0.285 or with a percentage value of 28.5%. The Variable Strength of Brand Association (X3) based on the equation above, it is explained that the visible value has a relationship between the Strength of Brand Association (X3) and Purchase Decision (Y). The relationship of this effect indicates that for the Strength of Brand Association (X3) variable, which has been measured against the purchasing decision variable (Y), it can be concluded that the relationship between the two variables, namely the Strength of Brand Association (X3) on Purchase Decision (Y), has a high level a positive effect of 0.269 or with a percentage value of 26.9%.

Variable Uniqueness of Brand Association (X4) based on the equation above, it is explained that the visible value has a relationship between Uniqueness of Brand Association (X4) to Purchase Decision (Y). The relationship of this influence indicates that for the Uniqueness of Brand Association variable (X4), which has been measured against the purchasing decision variable (Y), it can be concluded that the relationship between the two variables, namely the Uniqueness of Brand Association (X4) on Purchasing Decisions (Y), has a level positive influence of 0.447 or with a percentage value of 44.7%.

In this study, based on the structural equation above, there are epsilon values or values from other variables, which were not examined in this study. The value of the epsilon variable (ε) is 0.208, and this value still looks very large. So it can be concluded that there are other variables that are not used in this study that have an influence on the Purchase Decision variable (Y) with a value of 0.208 or 20.8%. By looking at the value of this influence, further research is still very much needed for development in this study, for example, the variables such as the Quality Impression and Brand Awareness, (Riduansyah, M., Suharyono and Arifin, Z. (2016).

If we pay attention to the calculation results from the path analysis, which can be seen in the appendix, the test results from this analysis can be interpreted as having a coefficient of determination (R Square) of 0.792 (appendix 5), this means that there is around 79.2% the value that influences the purchase decision variable (Y) through the Brand Image Variable (X) which consists of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Uniqueness of Brand Association (X4). Based on the explanation above, the results of data processing using a path analysis tool (path analysis), that the relationship between variables, both independent and dependent variables, can be seen through the image or path analysis below:
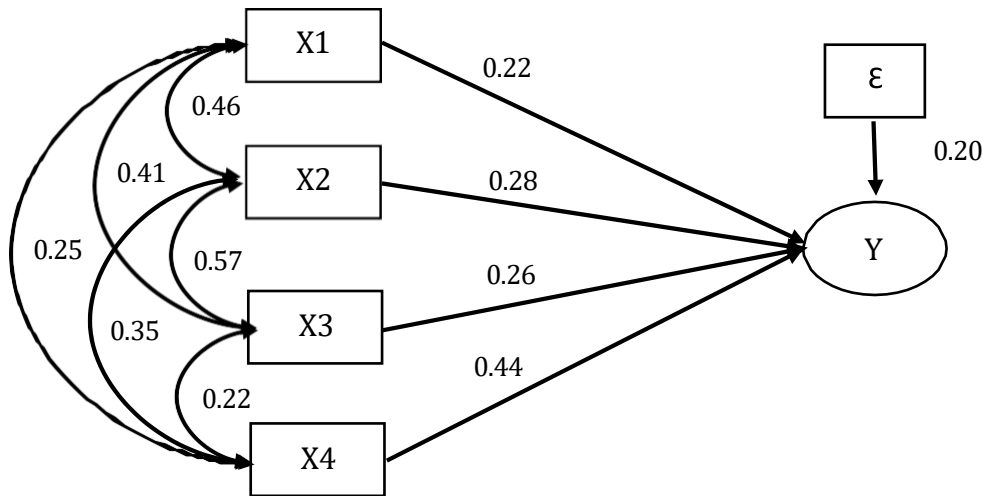
Picture 3.5.1: Relations Between Variables

Based on the path analysis image above, functional equations can be formed in the model simultaneously and partially, which can be summarized through the tabulation or table below:

Table 3.51 Composition of Brand Image Variable Influence (X) consisting of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Uniqueness of Brand Association (X4) on Purchase Decision (Y)

Desc	Contribution/Influence			Percentage
	direct influence	Indirect influence		
		X1	X2	
X1 toward Y	0.222	-	-	22,2%
X2 toward Y	0.285	-	-	28.5%
X3 toward Y	0.269	-	-	26.9%
X4 toward Y	0.447	-	-	44.7%
The influence of Variables X1, X2, X3 and X4 on Y				79.2%
The influence of External Variables that are not examined				20.8%
Total				100%

3.5.2. Hypothesis Test

Hypothesis test must be in line with the expectations in this study, through proving the questions that have been formulated as problems in this study and the aims and objectives of this research, that the variable Brand Image (X) consists of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Uniqueness of Brand Association (X4 influences the Purchase Decision (Y) of IM3 Cellular Cards based on the results of estimation through data. Then it can be shown the results of testing the hypotheses contained in this study, and explained briefly and the amount of the positive significance level value both simultaneously and partially for the effect between the independent variables namely Brand Image (X) consisting of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Brand Association Uniqueness (X4) to the dependent variable namely Purchase Decision (Y), can be seen in the table below this:

Table 3.5.2: Test Estimation Results and the Magnitude of Effect of Variable X on Y

Influence Between Variables		F-count value and T-count value	F-table and T-table values (n-2)	Sig value	Alpha (α)	Decision	Conclusion
Y	X1,X2,X3,X4	86.707	2.470	0.000	0.05	significant	Accepted
Y	X1	4.014	1.663	0.000	0.05	significant	Accepted
Y	X2	4.532	1.663	0.000	0.05	significant	Accepted
Y	X3	4.520	1.663	0.000	0.05	significant	Accepted
Y	X4	8.691	1.663	0.000	0.05	significant	Accepted

Note: If the Sig value < Alpha value (α), then the hypothesis is accepted

It is very clear the results that have been shown in table 3.5.2, to answer the question of proof in the formulation of the problem, as well as the expectations of the aims and objectives of this study, based on the data shown in the table above will be explained and explained the proof of the hypothesis, which reviews provisional conjectures for the research results found in this study, and the results will be explained through the elaboration of the test results as follows:

3.5.2.1. The influence of Brand Image (X) Consisting of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Brand Association Uniqueness (X4) Simultaneously Have a Positive and Significant Influence on Purchase Decision (Y)

Based on the data from the results contained in table 3.5.2.1, it shows the total influence of the Brand Image Variable (X) consisting of Brand Association (X1), Brand Association Support (X2), Strength of Brand Association (X3) and Uniqueness of Brand Association (X4)) through a 95% confidence level, simultaneously has a positive and significant influence on the Purchase Decision (Y) IM3 Cellular Card. This is proven in the results of the Fcount test which shows a result of 86,707, while Ftable is 2,470 (Fcount > Ftable) (86,707 > 2,470). With a Sig value smaller than the Alpha (α) value, namely (0.000 < 0.05. So this, it can be interpreted, statistically that the Brand Image Variable (X) consists of Brand Association (X1), Brand Association Support (X2), Strength Brand Association (X3) and Brand Association Uniqueness (X4) simultaneously have a positive and significant influence on the Purchase Decision (Y) of IM3 Cellular Cards. So the first hypothesis has been proven, and accepted.

4. Discussion

Based on the estimation results of the findings of this study on respondents as many as 96 customers or consumers, it can be argued that, there is a simultaneous positive and significant direct effect between Brand Image (X) which consists of Brand Association (X1), Brand Association Support (X2), The strength of the Brand Association (X3) and the Uniqueness of the Brand Association (X4) simultaneously influence the decision to Purchase IM3 Cellular Cards. This is because all of the independent variables are very important for the company, and have the same opportunities in increasing purchasing decisions, especially in purchasing IM3 cellular cards. This means that, if all of these independent variables fulfill the desires based on the needs of consumers, then the purchasing decisions of consumers will also increase.

However, by looking at the results, it turns out that there are findings, there are other variables carried out in this study, but they have an influence on variable Y (Purchasing Decision). This variable is equated with the variable Impression of Quality and Brand Awareness, (Riduansyah, M., Suharyono and Arifin, Z. (2016). The findings of the influence on the significance of this research are also caused by several things, namely where the recognition of the need is carried out by the consumer has always been the consumer's way of making choices about the desired product, namely in making purchases of the IM3 cellular card. In this introduction, consumers have also indirectly searched for information, so that this becomes a consideration for consumers in deciding to buy IM3 cellular card.

So that in each of these considerations, consumers have also directly evaluated alternatively the various choices of the best card products for consumers to choose and use. After this is done, then the next thing, these consumers make purchasing decisions against p the product that the consumer chooses, it is taken by the consumer, because it has gone through a balance based on certain factors as the beliefs of the consumer himself. So thus, to carry out further evaluations after this purchase, it will directly ensure that there is satisfaction from consumers about the products used, and in this case the IM3 cellular card.

Statements on the findings above, as in the explanation of Kotler and Keller (2013) which put forward four stages in the buying process as a form of consumer decisions in making purchases, and this can also be influenced by several variables that have a strong influence in giving buying decision. The four stages of the process are first the consumer introduces his needs, meaning that the buying process begins with a problem or need felt by the consumer. Consumers perceive the difference between the desired state and the current situation to generate and activate the decision process. The second process is that consumers search for information on the product they want. This means that consumers will seek information about the need for the product they want through various sources such as advertisements, information from family or friends, or they can also ask community friends. The third stage of the process is the consumer evaluates the previous process. This means that once the information is obtained, consumers evaluate various alternative choices to meeting their needs. To assess consumer choice alternatives, there are five basic concepts that can be used to help understand the evaluation process, namely product characteristics, importance value, usability function, brand trust and level of preference. After the three processes above have fulfilled consumer desires, then for the fourth process stage, namely consumers make decisions in purchasing these products. This means that consumers who have made choices about various alternatives, usually buy the most preferred product, which forms a decision to buy. Through this stage, consumers will feel directly with the products used. So that after that the consumer will follow up on what is felt directly about the product used by evaluating the behavior in post-purchase. The stages of evaluating post-purchase products are the final stages of the entire process of making a purchasing decision for a product to be purchased. At this post-purchase, it is intended that at this stage the consumer will evaluate a product, if a product is judged to meet or exceed consumer expectations, the consumer will feel satisfied. If the consumer is satisfied, then the consumer is likely to make a repeat purchase. Conversely, if a product is assessed as lacking or unable to meet consumer expectations, consumers will feel dissatisfied. If the consumer is dissatisfied, he will look for alternative products. The results of this study are also in line with several previous studies, which among others said that brand image had become a crucial element that contributes to the success of a marketing organization, and if consumers do not have experience with a product, they tend to trust brands that are liked or known, and one strategy to attract consumers is prioritized on brand image factors as one of the triggers for consumer purchasing decisions (Schiffman and Kanuk, 2008). In field research as conducted by Abd.Rahman (2017), it has identified brand image which is an independent variable, which has had an influence on purchasing decisions in purchasing Fruit Tea.

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