

"Is it true that Digital Marketing, Brand Image and Product Quality can influence the Decision on the Use of Hello Cards." (Case Study of Widyatama University students)

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ABSTRACT---Technological developments in the current era of globalization are pushing information more rapidly. This will have an impact on the increasingly dramatic development of business activities. Every company tries to improve or change its marketing strategy in order to attract and retain customers. Among the marketing strategies used by the company are digital marketing, brand image, and product quality, this is expected to be able to improve the decision to use halo cards in carrying out their daily activities. This study aims to find out how consumer responses about digital marketing, how consumers respond to brand image and how responses about the quality of halo card products and whether digital marketing factors, brand image and product quality influence the decision to use a halo card. The method used in this research is descriptive and verification methods. Data compilation techniques by distributing questionnaires, interviews and observations. The sampling technique used was accidental sampling. The tool used is Multiple Regression. The results showed that digital marketing, brand image, and product quality influence the decision to use halo cards positively and significantly. This is because digital marketing used by Telkomsel companies can be accepted by consumers and meet consumer expectations, as well as brand image and quality of halo card products are trusted because they have a strong signal.

Keywords---Digital Marketing; Brand Image, Product Quality, Consumer Use Decisions

I. INTRODUCTION

In the modern era as it is today, information technology is increasingly sophisticated. Everyone easily and quickly gets the latest information just by opening his cellphone. Mobile phones for the business world today are the main or primary needs. If businesses do not currently have mobile phones, they will miss information. Data shows the use of mobile phones in Indonesia currently has reached 371.4 million users or 142% of the total population of 262 million. This is because the average population uses 2-3 secular phone cards. While other statistical data show internet users in Indonesia in 2019 reached 132.2 million users. (<https://databoks.katadata.co.id/datapublish/2017/08/29/pengguna-ponsel-indonesia->).

The number of people who access information with the internet or advanced technology, then this will result in demand for hello cards will increase. With so many people accessing information, many people will also take advantage of this opportunity to open a business in online media. Online media is now the right choice for running a business, because it allows business people to be able to develop their business quickly. This condition provides opportunities for cellphone and sim card companies. One of the sim card companies in Indonesia is Telkomsel with one of its hello card products.

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Hello card is a famous postpaid card and has a strong signal, with a lot of network. Of the total Telkomsel subscribers that reach 192 million, of that Telkomsel subscribers, the number of postpaid subscribers or HALO cards is only around 5 million. The Telkomsel sales director stated that the number of subscribers was insignificant compared to the number of all Telkomsel and the growth of Halo Card customers was very slow. Though all kinds of efforts have been made, for example by adding BTS to maximize data usage, not only that is by adding more 440 grapari services spread throughout Indonesia to help customers to get hello card information. Based on the description above, it is necessary to do further research to find out how respondents respond about digital marketing, brand image, and quality of halo card products, as well as whether digital marketing, brand image, and product quality can influence the decision to use a halo card and how much influence of the three variables mentioned above. In addition to the above factors, the possibility of the decision to use the Halo card can be influenced by other factors which can be identified as follows:

1. What is the consumer response to the price of the Halo card?
2. How do consumers respond to hello card services?
3. How do consumers respond to hello card promotions?
4. How do consumers respond to digital marketing by hello cards?
5. How do consumers respond to the halo card brand image?
6. How do you respond to the quality of the halo card?

Formulation of the problem

Based on the factors identified above, a problem can be formulated that needs to be solved first, namely:

1. Is it true that digital marketing by hello cards is able to influence consumers' decisions to use hello cards?
2. Is it true that the halo card brand image is able to influence the consumer's decision to use a halo card?
3. Is it true that the quality of the Halo card product is able to influence the consumer's decision to use the Halo card?
4. How much digital marketing, brand image, and product quality can influence consumer decisions to use hello cards?

II. Literature Review

Digital Marketing

In recent years the information technology revolution has changed the world of marketing. This change, especially in the field of marketing communication, which previously was traditional and conventional, has now become integrated in the digital world (Suwanto, 2017). Digital marketing is one of the marketing activities widely used by companies, both manufacturing companies and service companies to introduce their products through the internet. According to Chaffey (2015), it is suggested that digital marketing has a similar meaning to electronic marketing, in which both describe the management and implementation of marketing using electronic media such as the web, email, TV, cellular media, etc. Whereas Heidrick & Sruggles (2009), states that digital marketing is the development of the digital world to do advertising that is not heralded directly but will have a very influential effect on consumer behavior. Furthermore Stokes (2013), explained that digital marketing can help create consumer demand by using the power of interconnection, interactive web,

which can enable currency exchange. This understanding can be concluded that digital marketing promotes or offers products through digital / electronics such as the web, istagram, FB, Twitter.dll. Effectively this communication can be measured through the dimensions of Search Engine Marketing, Online PR, marketing is promoting or offering products through digital / electronics such as the Web, FB, Twiitter etc. The effectiveness of marketing communication can be measured through the dimensions of Searc Engine Marketing, Online PR, Online Parnership, Interactive Advertising, Opt in Email marketing, and Social Media Marketing (Chaffey and Ellis Chadwick (2016)

Brand Image

Brand image is a representation of the overall perception of the brand. Brand image is associated with attitudes in the form of beliefs and preferences towards a brand. Brand image is what consumers think and feel when they hear and see a brand. Positive consumer image of a brand. A better brand allows consumers to make purchases. A better brand also underlies the building of a positive company image. According to Joseph Plummer (2007), iamge brand consists of three components, namely product attribute, consumer benefits, and brand personality. Meanwhile, according to Sutrisna (2002), indicators that can influence brand image depend on several consumer perceptions including product introduction, product quality, available product packaging size, durability, design or packaging model, product color, price, and location of the product being marketed.

Product Quality

Another most important aspect of a product is quality. Business competition is getting tougher from time to time, it takes a quality product in order to compete in the market. Quality products can create customer satisfaction. Quality can be determined where a product is free from defects or complies with standards. This is in line with the opinion of Kotler and Armstrong (2012: 283), namely the ability of a product to carry out its functions. This is reinforced by Fandy Tjijptono (2015), arguing that quality is a direct description of a product which includes performance, reliability, easy to use aesthetics and so on. Strategic understanding, quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). According to Mowen and Minor (2008), product quality is an evaluation overall from customers about the superior performance of goods and services. To achieve the desired product quality, we need a quality standardization. This needs to be done because the products produced have standards that can meet the desires of consumers, so that consumer confidence in the product is maintained.

Framework

The decision to buy or use an item by consumers is influenced by several factors including the product itself, price, place and promotion. If a company is able to produce a product that is expected by consumers, for example, the quality of the product can be relied on, of course, the company is able to sell it. Another important thing after the product is promotion. Products without being informed to the market of course consumers will not know the product. Many ways of promotion that can be done by the company, from the way on line or off line can be used. Then the decision to buy or use a product is also influenced by price and place. Companies must be able to formulate marketing strategies in an elegant manner that is able to attract consumers. One strategy that is able to attract consumers is digital marketing, brand image and product quality. Digital marketing can be evaluated through website, email, adword and social networking indicators (Ridwan Sanjaya & Josua Tarigan, 2009). With the effective implementation of digital marketing will certainly encourage purchasing decisions to use hello cards more strongly, as well as variable brand image of consumers can meet consumer

expectations, then consumer buying decisions will also strengthen, where brand image can be measured through company image, user image, product image (Kotler and Keller, 2009). While other factors that can influence consumers' decision to use a product one of them is product quality, where this can be measured through form, features, performance, reliability, suitability, and aesthetics / design. The above can be described as follows:

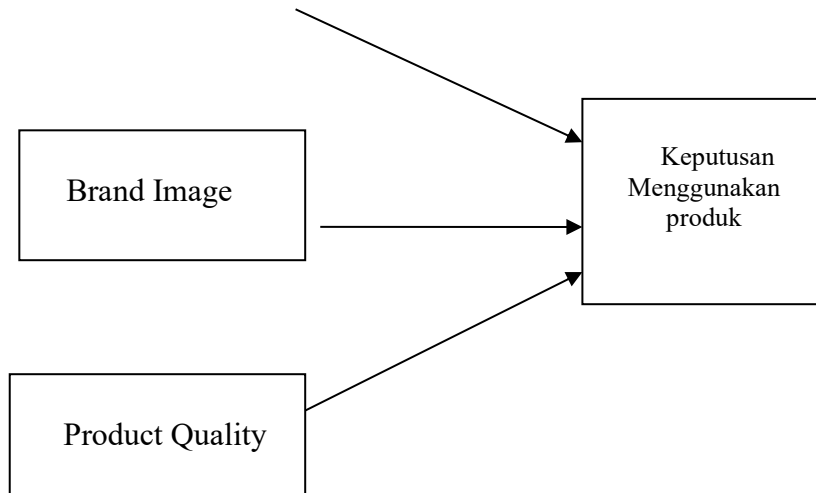


Figure 1: Thinking Framework

Research Hypothesis

Referring to the description above, it can be hypothesized that digital marketing, brand image and product quality can influence the students' decision to use Halo cards positively and significantly.

III. Research Methods

The research method used in this research is a descriptive verification method with a quantitative approach. The independent variable (X1) is the digital marketing brand image as a variable (X2) and product quality as (X3) and the decision to use the hello card variable (Y) or as the dependent variable. While the data used are external and internal data with accidental sampling technique. The number of samples used is one hundred (100) that can be obtained with the Slovin formula which can be illustrated as follows:

Slovin formula :

$$n = \frac{N}{1 + N e^2} = \frac{1,030}{1 + 1,030 \cdot (0.10)^2} = 98.15 \text{ rounded up } 100$$

Where :

- n = sample size
- N = Total Population

e = Error Tolerance

IV. Research Tools

Research tools or instruments of this study are questionnaires, interviews and observations.

Multiple Regression

The data analysis technique used is multiple regression. This technique is used to determine the magnitude of the influence ability of digital marketing variables (X1) and brand image as variables (X2) as well as product quality variables (X3) on the decision variable using hello cards as Y variables. This can be formulated as follows:

$$Y = a + b^1x^1 + b^2x^2 + b^3x^3 + \dots + bX^n.$$

Where

a = constant
 Y = Variable The consumer's decision to use a hello card product
 X1 = Digital Marketing
 X2 = Brand Image
 X3 = Product Quality
 b = coefficient

V. Results and Discussion

This regression analysis is carried out to explain the contribution / influence of each digital marketing variable, brand image, product quality on consumer decisions using a hello card, with the following results:

Table 1: The effect of digital marketing, brand image, and product quality on consumer decisions using hello cards

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.692	.574		4.689	.000
DigitalMarket	.354	.086	.332	4.130	.000
B.Image	.071	.097	.060	.730	.467
KualitasPr	-.124	.094	-.108	-1.319	.189

a. Dependent Variable: Kep

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
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The table can be illustrated as follows:

$$Y = 2.692 + 0.354x^1 + 0.071x^2 - 0.124x^3.$$

Table 1, it can be explained that digital marketing is truly able to influence consumers' decisions in using halo cards positively and significantly by 0.354, this is because digital marketing conducted by halo card products can be accepted by consumers because halo cards can reach all corners quickly, precise and broad. While brand image is only able to influence the decision to use a halo card by 0.354 but it is not significant. The influence of this brand image can be said to be small, due to the low consumer valuation caused by halo cards having strong enough competitors such as Mentari, XL, Simpati, US cards, etc., so that halo card brands are not so stored in the minds of consumers. Variable quality product quality has no effect and is not significant on the decision to use a halo card, because the coefficient value can be negative (- 0.124), this is due to consumers using a halo card not because of its quality but is more influenced by other factors, such as price, discount, bonuses and more.

VI. Conclusions

Based on the discussion above, the writer can conclude that the research with the title "Correct Digital Marketing, Brand Image and Product Quality Can Affect Consumer Decisions to use halo cards, with the conclusion that of the three variables studied only one variable is able to influence positively and significantly on decisions to use a halo card that is digital marketing variable, whereas brand image has only a positive and insignificant effect and product quality variables have no influence and no significant effect on the decision to use a halo card.

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