



The effect of Price and Advertising on Purchasing Decision with Brand Image as Intervening Variable

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Abstract. This study aims to evaluate the following factors: price; advertising; brand awareness; and brand awareness's effect on purchasing decisions. Additionally, it explores how brand awareness functions as a mediator in the relationship between price and decisions to buy as well as the relationship between advertising and decisions to buy. This study was carried out on My Republic wifi users in Surabaya, comprising 150 respondents. This study employs a probability sampling technique through random selection, whereby the researcher selects participants without consideration of the existing strata within the population. This study uses a questionnaire for data collection procedures. Data analysis methodology employing Process Macro by Hayes. This study's results demonstrate that the Price variable significantly influences purchasing decisions positively. The advertising variable exerts a substantial beneficial influence on purchasing decisions. The variable of brand awareness exerts a favorable and significant influence on purchasing decisions. The relationship between price and purchase decisions is mediated by brand awareness. The relationship between advertising and purchase decisions is mediated by brand awareness.

Keywords: Price, Advertising, Brand image, Purchase Decision

1. INTRODUCTION

Indonesia had a mere 500,000 internet consumers in 1998; however, by 2017, the figure had surpassed 100 million. The rapid growth of internet users has been substantially accelerated by the extensive availability of internet services, the rapid advancement of technology, and the decreasing costs of devices. In 2017, the Association of Indonesian Internet Service Providers conducted a poll and found that 143 million people in Indonesia used the internet, or 54.69 percent of the country's total population. In comparison to the previous year, internet connectivity increased by 7.9% last year and has increased by more than 600% over the past decade. The increasing trend of internet usage will contribute to the increasing influence of usage and various network-related products and services, such as market demand for 5G services and making LTE evenly distributed through Wi-Fi services and network devices. As a result, these network service providers are making an effort to advertise their products. The development of information and communications technology in the contemporary globalized period is making it easier for a wide range of items to reach different consumer segments. This process is inextricably linked to the systematic capabilities of virtual computing programs. The internet service provider's promotional competition includes at least two promotional strategies that have the potential to increase the appeal of their products or services to customers: pricing and digital marketing. Although numerous Wi-Fi provider companies have implemented digital marketing campaigns through these two methods, they continue to employ price-based promotions. "The price is a personal presentation by the company's sales team that is designed to cultivate client relationships and facilitate sales, whether in person or virtually [12]." In the present day, digital marketing has been the primary driver behind the introduction of products or services offered by many companies. The digital marketing strategy that is being discussed here is related to advertising, which includes promotional videos that are disseminated on social media platforms or television. Advertising is a message that is disseminated through media to a portion or the entirety of the public regarding a product (Jaiz, 2014). Consumers will receive effective marketing communications that are executed effectively. Understanding that is derived from the Price process. Additionally, it will have a substantial impact on consumers' perceptions of the products or companies that are associated with it. The significance of this consumer is related to the concept of brand awareness. Similarly, internet marketing service providers and Wi-Fi

service firms make a significant effort to ensure that their products remain at the forefront of the minds of the majority of Wi-Fi consumers. It is indicative that the service is at the forefront of the minds of multiple consumers of Wi-Fi service products when they spontaneously mention a specific Wi-Fi service in response to inquiries about providers. The success of the Wi-Fi service provider, which may be attributed to effective marketing or promotion strategies, is exemplified by this product. "Brand image is perceived as a substantial factor that can influence consumers' purchasing decisions at its summit (Anggi, 2019)." This is a fundamental characteristic of the majority of consumers, who frequently pursue products that have been thoroughly tested and are secure. Consumers are more likely to purchase products from well-known brands than from lesser-known or obscure brands. Consumers' perceptions will be influenced by the opportunity to become acquainted with a product, which in turn will affect their purchasing decisions (Durianto et al, 2021). The most appropriate final choice will be determined by the convergence of internal motivations and external perceptions that influence purchase decisions. Viewable by subscribers of the Instagram account My Republic company has only 46 subscribers, with posts comprising only 23 of the total followers on Instagram. Differentiating itself from competitors like IndiHome, which aggressively engages in electronic promotion, the utilization of electronic media advertising remains substantial.

Table 1 : Comparison between Indihome and My Republic

	INDIHOME	MY REPUBLIC
Tagline	Unlimited Activity	Best Internet
Logos		
Followers Instagram (Surabaya Area)	10.200	46
Post Instagram (Surabaya Area)	587	23
Brand Ambassador	Mikha Tambayong Titi Kamal Raffi Ahmad Cing Abdel	-

Source : Own Primary Data, 2023

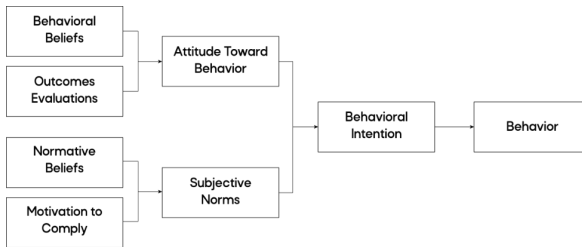
The suboptimal promotion executed by the My Republic Surabaya WiFi provider is evident, characterized by a reliance on pricing strategies and extensive advertising efforts. This phenomenon has prompted the author to investigate the interrelationships among price, purchasing decisions, advertising, and brand awareness, under the title "The Effect of Price and Advertising on Purchasing Decisions with Brand Image as Intervening Variable." In addition to examining the relationship between price and purchase decisions, the research also aims to determine the impact of advertising on purchase decisions, the influence of brand awareness on purchase decisions, and the mediating role of brand awareness in these relationships.

2. LITERATURE REVIEW

3. *Theory of Reasoned Action (TRA)*

Theory of Reasoned Action (TRA) elucidates the connection among ideas, attitudes, intentions, and human action, originally articulated by Icek Ajzen and Martin Fishbein in 1980. The idea illustrated in the graphic below posits that a person's purpose is constituted by 2 components: attitudes toward behavior and subjective norms. This theory posits that intention serves as a primary criterion for predicting human behavior.

Figure 1 - Scheme Theory Reason Action - TRA (1980)



4. Purchasing Decision

The purchasing decision is a process that commences with the buyer identifying a problem, followed by seeking information on a specific brand or product and assessing how effectively each alternative addresses the issue. The process is then guided by purchase decisions. The consumer's purchasing choice involves selecting a preferred brand among accessible alternatives, with the primary component being attitude and the secondary factor being situational context. Consequently, preferences and purchase intentions may not invariably lead to real purchases. A decision can be rendered solely when multiple alternative options are available for selection. If these options are unavailable, actions taken are devoid of choice, indicating an inability to make a decision. Purchase decisions encompass various options, including alternative actions or behaviors (Setiadi, 2010).

5. Price

In the transaction process, price is a crucial element, serving as a medium of exchange. Price is the sole component of the marketing mix that possesses inherent flexibility, allowing for modifications at any moment. Price becomes a significant component in competitive marketing of items. Kotler and Armstrong [12] define price as "the amount of money needed to purchase a good or service, signifying the value that consumers trade for the advantage of having a good or service."

6. Advertising

Advertising is a prevalent instrument employed by companies to convey compelling messages to consumers and the general public. Advertising, according to Kotler [11], is any type of non-personal promotion and presentation of concepts and goods made by a particular sponsor and requiring payment. Within the field of mass communication, advertising is an efficient means of communication that involves certain sponsors who are known as advertisers (manufacturers) or just "advertisers."

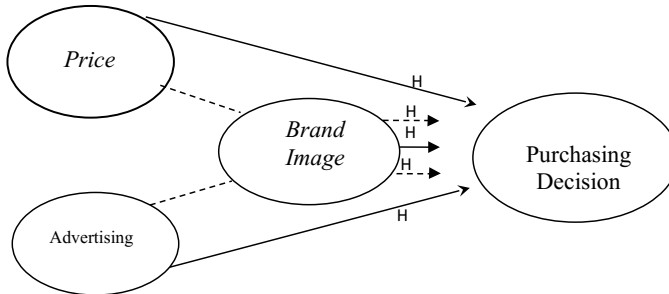
Suhandang (2016) asserts that advertising constitutes a mass communication process involving specific sponsors, namely the advertiser, who compensates mass media for the dissemination or publication of advertisements. The commercial is typically produced at the behest of the advertiser, facilitated by an agency, advertising firm, or public relations department associated with the advertiser. The Indonesian advertising community characterizes advertising as any communication regarding a product disseminated through media, targeting either a portion or the entirety of the audience (Kasali, 1995).

7. Brand Image

The ability of potential customers to recognize or recall a brand's affiliation with a particular category is referred to as brand image. The level of awareness that a brand has gained determines how important brand awareness is to overall brand equity (Aaker, 1991).

Brand associations encompass all elements that emerge in consumers' minds linked to their recollections of the brand. Brand-related issues may escalate with heightened customer awareness following brand usage or the frequency of brand presence in its communication strategy. A brand established through robust associations will have a significant position in competition with other brands. The greater the connectivity of these associations, the more robust the brand awareness will develop; likewise, the stronger the link, the more pronounced the brand awareness will be (Durianto et al, 2001). This study is structured according to the framework illustrated in Figure 2:

Figure 2 : Conceptual Framework



RESEARCH METHOD

Research is conducted on consumers of Wifi My Republic in the Surabaya region. Quantitative research is implemented in this investigation. In this investigation, Process Macro Hayes was implemented as a data analysis methodology. The program SPS 25 is employed in this investigation to evaluate data analysis and research instruments.

Users of Wifi My Republic, which are dispersed throughout Surabaya, comprise the population of this investigation. Probability sampling will be implemented in this investigation through the implementation of random sampling. Questionnaires were distributed through Google Forms to ensure sampling.

8. RESULT AND DISCUSSION

The researcher first tested the reliability and validity of the research instruments on thirty respondents before distributing the questionnaires. Following the validation and reliability of the results, the researcher sent questionnaires to participants in order to collect responses. To generate the data and bolster the study's hypothesis, these responses were subsequently analyzed using the SPS 26 program.

Table 2 – Respondent Demography

Number	Characteristics	Amount	Percentage (%)	
1	Gender	Man	83	55,3%
		Woman	67	44,7%
2	Age	18-28 years	62	41,3%
		28-39 years	66	44%
		>40 years	22	14,7%

Source : Questionnaire data processing, 2023

The characteristics of the respondents who completed the questionnaire in this study are displayed in Table 2, with the findings indicating that most of the respondents were men of various ages..

Table 3 – The Results Test of Validity

Variable	Statement	r count	r table	Annotation
Price	X1.1	0.716	0.159	Valid
	X1.2	0.639	0.159	Valid
	X1.3	0.607	0.159	Valid
	X1.4	0.679	0.159	Valid
	X1.5	0.643	0.159	Valid
Advertising	X2.1	0.757	0.159	Valid
	X2.2	0.612	0.159	Valid
	X2.3	0.613	0.159	Valid
	X2.4	0.735	0.159	Valid
Purchasing Decision	Y1	0.722	0.159	Valid
	Y2	0.547	0.159	Valid
	Y3	0.625	0.159	Valid
	Y4	0.641	0.159	Valid
	Y5	0.646	0.159	Valid
Brand Image	Z1	0.722	0.159	Valid
	Z2	0.547	0.159	Valid
	Z3	0.625	0.159	Valid
	Z4	0.641	0.159	Valid

Source : Data processed on SPS 25, 2023

Based on table 3, there are 18 item questions that are declared valid and can be used for data collection.

Table 4 – The Reliability Test Results

Table 4 shows that the Cronbach Alpha value (value cut off) for each statement item that represents a variable in the data retrieval process is more than 0.6. As a result, they can be deemed trustworthy and consistent and applied to the gathering of data.

Variable	Cronbacch Alpha	Cut Off	Annotation
Price	0.634	0,6	Reliabel
Advertising	0.669	0,6	Reliabel
Purchasing Decision	0.616	0,6	Reliabel
Brand Image	0.614	0,6	Reliabel

Source : Data processed on SPS 25, 2023

Table 5 – The Normality Test Results

The study's data were regularly distributed, as indicated by table 5's asymp, sig. value, which is greater than 0.05.

Number of Respondents	Asymp. Sig Value	Annotation
150	0.126	Normal

Source : Data processed on SPS 25, 2023

Table 6 – The Multicollinearity Results

The test results attached in table 6 show that the three independent variables namely Price, advertising and brand awareness there is no multicollinearity effect because both have value tolerance > 0.10 and the VIF value < 10.

Variable Independen	Tolerance	VIF	Conclusion
Price	0.594	1.685	Non Multikolinieritas
Advertising	0.591	1.691	Non Multikolinieritas
Brand image	0.486	2.057	Non Multikolinieritas

Source : Data processed on SPS 25, 2023

OUTCOME VARIABEL						
KP						
Modes Sumaary						
R	R-sq	MSE	F	df1	df2	P
0.832	0.692	9.650	165.277	2.000	147.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	3.830	1.055	3.630	0.004	1.745	5.915
P	0.266	0.053	4.953	0.000	0.159	0.372
BI	0.704	0.062	10.651	0.000	0.574	0.835

Source : Data processed on SPS 25, 2023

Table 7 – Results Macro Hayes model 1 outcome Purchasing decision

Table 7 elucidates that the findings pertain to the variable analysis of Price (P) and Brand Image (BI) in relation to Purchase Decision (KP). The table indicates a significant direct correlation between Price (P) and purchasing decisions (KP). The results indicate that purchase decisions may arise due to sales services that offer highly good pricing. Table 7 indicates a significant and positive correlation between Brand Image (BI) and Purchasing Decisions (KP). The recognition of logos and visual identities, along with the acknowledgment of product brands, can significantly impact purchasing decisions by establishing brand preference.

Table 8 – Total, Direct, Indirect Effect Test Results Model 1

TOTAL, DIRECT, AND DIRECT EFFECTS					
Total Effect of X ₁ on Y					
Effect	Se	T	P	LLCI	ULCI
0.621	0.559	11.107	0.000	0.510	0.731
Direct Effec of X ₁ on Y					
Effect	Se	T	P	LLCI	ULCI
0.266	0.537	4.953	0.000	0.159	0.372
Indirect Effect(s) of X on Y					
	Efffect	BootSE	BootLLCI	BootULCI	
BI	0.356	0.516	0.253	0.458	

Source : Data processed on SPS 25, 2023

OUTCOME VARIABEL						
KP						
Model Sumaary						
R	R-sq	MSE	F	df1	df2	P
0.832	0.692	0.963	165.717	2.000	147.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	4.319	1.118	4.269	0.000	2.320	6.319
I	0.316	0.634	4.984	0.000	0.190	0.441
BI	0.702	0.662	10.611	0.000	0.572	0.833

Source : Data processed on SPS 25, 2023

“The significance value of 0.000 indicates that the independent variable X1 (P) has a positive and statistically significant impact on the dependent variable Y (KP).” This is indicated in Table 8. This research establishes that a robust and readily identifiable brand image (BI) can significantly influence purchasing decisions (KP) by increasing the price (P). The researcher also concluded from Table 8 that Brand Image (BI) had a mediating effect on the bootstrapping analysis. The BootLLCI and BootULCI values are the foundation of this analysis, and none of the resultant values are zero. As a result, the coefficient generated by Brand Awareness is greater than the coefficient resulting from the direct influence of X1 on Y, indicating that it has a complete mediating effect.

Table 9 – Model II Regression Results Outcome Variable Brand image

OUTCOME VARIABEL						
BI						
Model Sumaary						
R	R-sq	MSE	F	df1	df2	P
0.446	0.199	13.494	28.076	1.000	113.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	9.463	1.907	4.960	0.000	5.684	13.243
I	0.412	0.077	5.298	0.000	0.258	0.566

Source : Data processed on SPS 25, 2023

The researcher looked at the advertising variable (I), brand image (BI), and purchasing decision (KP) in order to assess the second regression model. I and BI have a strong and positive link, according to the data in table 4.10. The p-value obtained in the test, which = 0.000 and less than 0.05, along with a coefficient value of 0.412, indicates a direct proportional link between the advertising variables (I) and the brand image variables (BI). Brand image can be affected by existing marketing, including electronic and traditional formats, which can enhance consumer awareness.

Table 10 – Regression Results of Model II Outcome Purchasing Decision Variables

OUTCOME VARIABEL						
KP						
Model Sumaary						
R	R-sq	MSE	F	df1	df2	P
0.832	0.692	0.963	165.717	2.000	147.000	0.000
Model						
	Coeff	Se	T	P	LLCI	ULCI
Constant	4.319	1.118	4.269	0.000	2.320	6.319
I	0.316	0.634	4.984	0.000	0.190	0.441
BI	0.702	0.662	10.611	0.000	0.572	0.833

Source : Data processed on SPS 25, 2023

Table 10 contains the regression analysis results for the variables Advertising (I) and Brand Image (BI) in relation to purchasing decisions (KP). The results suggested a correlation between advertising (I) and purchasing decisions (KP) that was both positive and significant. The connection has a coefficient value of 0.316 and a p-value = 0.000, as indicated by the results. This relationship is unidirectional. Before making a purchasing decision, consumers evaluate numerous advertisements, including both traditional and digital formats. A significant and positive correlation between brand image and purchasing decisions is demonstrated in Table 4.11. The positive coefficient of 0.702 is indicated by the p-value of 0.000. The study's findings suggest that consumers' purchasing decisions are significantly impacted when a company's brand image is prioritized and acknowledged. Consequently, the researcher deduces that these two variables are directly proportional.

Table 11 – Total Test Results, Direct, Indirect Effects Model II

TOTAL, DIRECT, AND DIRECT EFFECTS					
Total Effect of X ₂ on Y					
Effect	Se	T	P	LLCI	ULCI
0.734	0.658	11.169	0.000	0.604	0.865
Direct Effect of X ₂ on Y					
Effect	Se	T	P	LLCI	ULCI
0.316	0.634	4.984	0.000	0.190	0.441
Indirect Effect(s) of X on Y					
	EFFECT	BootSE	BootLLCI	BootULCI	
BI	0.418	0.596	0.308	0.539	

Source : Data processed on SPSS 25, 2023

Table 11 provides a summary of the entire results of the second regression model. The purchase decision variable (KP) is directly impacted by the advertising variable (I), and the brand image variable (BI) may have a mediating role, and the overall impact of the regression including the three variables, are all illustrated in this figure. This study shows that brand image (BI) acts as a mediator in the relationship between purchase decision (KP) and price. The outcomes of the earned value bootstrapping process corroborate this. BootLLCI and BootULCI, which are derived from Brand Image (BI), do not include 0 values. As a result, the results suggest that brand image has a complete mediating effect, as the value coefficient generated is greater than the direct influence coefficient of X₂ on Y.

DISCUSSION

The Impact of Price on Consumer Decision-Making

The results of the data analysis suggest that Price has a significant and positive influence on the purchasing decisions of “My Republic Surabaya.” The existence of this influence suggests that the probability of purchasing will increase as a result of an enhanced price presented by sales. Consumer purchases can be facilitated by sales offers that offer a clear description of a high-quality product, as well as outstanding service and a cordial demeanor from sales personnel. “The results of this study are in line with the research carried out Soepono, Tumbuan, & Radjapati(2018) and Suryawardani & Zuhul (2018), suggesting that price has a substantial and favorable impact on purchase decision.”

Advertising Influences Consumer Decision-Making

The data analysis's findings indicate that advertising significantly and favorably influences consumers' decisions to buy products at My Republic Surabaya. Decisions to buy are positively impacted by advertisements that use a variety of signals to capture, attract, and awaken desire. This suggests that consumers are more inclined to purchase My Republic Surabaya products when the advertisement is more appealing. “These results are consistent with the research conducted by Julianti & Lasaib (2019), Wicaksana & Saputra (2021), Amalia (2021), and Fabella, Alfani, Adela, & Sanjaya (2020), which suggests that advertising has a substantial and positive impact on purchasing decision.”

The Influence of Brand Image on Consumer Decision-Making

The results of the data analysis suggest that the brand image has a significant and positive influence on the purchasing decisions of customers at “My Republic Surabaya.” This may be the consequence of Brand Awareness being a critical factor, as it allows potential buyers to identify and recall service products from “My Republic Surabaya” within a specific product category, which significantly influences consumer purchasing decisions, thereby causing consumers to frequently remember a brand. Before making a purchasing decision, he identifies a brand and compares it to others. “Research conducted by Hidayat & Tumanggor (2019), Rakasiwi & Umama (2018), and Mufidah, Ratnawia, & Amani (2022) suggests that brand image has a substantial and positive impact on purchase decisions.”

Brand image can function as a mediator between price and purchase decisions.

The results of the analysis suggest that the impact of price on purchasing decisions is mediated by brand image. This is a consequence of the proliferation of visual identities and trademarks in Surabaya, as well as the amicable sales service provided during the pricing of My Republic products. These factors have the potential to induce consumers to make purchases and influence their purchasing decisions. Consumer perceptions, referrals, and favorable treatment from sales personnel are all significantly influenced by brand image, which can have an impact on purchasing decisions. Through the mediation of brand awareness, price has a positive impact on purchasing decisions, as per Akbar and Tuhumena (2018).

Advertising and purchasing decisions can be mediated by brand image.

The analytical findings imply that brand image acts as a mediating factor in the relationship between advertising and purchase decisions. The brand image, a component of the marketing mix, facilitates brand comparison with competitors and aids in brand recall through elements such as the logo and visual identity. This is apparent in both traditional advertisements, such as billboards in Surabaya, and electronic advertisements, particularly those on social media. Consumer choices are frequently influenced by memory and the frequency of exposure to these advertisements, which can affect purchasing decisions across a variety of platforms. Consumer confidence in their purchasing decisions can be improved by the frequent consumer recall of My Republic and the exposure to numerous commercials in Surabaya. Advertising influences purchasing decisions by means of brand image, as indicated by a study conducted by Hamdan, Heri, and Titis (2018).

Research and discourse suggest that brand awareness mediates the impact of price and advertising on purchasing decisions (KP). “The price has a positive and significant influence on purchasing decisions” consequently, an increase in purchase decisions is associated with a more favorable price.

Advertising has a significant and positive impact on purchasing decisions; consequently, an increase in the number of purchase options is associated with more effective advertisements.

As a result, there is a positive and strong correlation between the number of purchase decisions and brand awareness, which influences KP.

The relationship between pricing and KP may be mediated by brand awareness. Therefore, it is likely that greater brand recognition will influence customers' decisions to purchase WiFi services at PT MyRepublic Surabaya.

Increased brand awareness regarding advertising has a favorable influence on the growth in KP for Wifi services at “PT MyRepublic Surabaya”, as the interaction between advertising and purchasing decisions is mediated by it.

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