THE EFFECTS OF PRICE, PROMOTION, AND BRAND IMAGE ON INTENTION OF PURCHASING SMARTFREN

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ABSTRACT

This study aims to analyze the effects of: (1 price on the purchase intention of Smartfren internet provider; (2 promotion on the purchase intention of Smartfren internet provider; 3) brand image on the purchase intention of Smartfren internet provider; and (4) the simultaneous effects of price, promotion, and brand image on the purchase intention of Smartfren internet provider. This study was conducted through survey. The population included Smartfren internet provider users. The sampling technique used was purposive sampling with a sample size of 160 people. Data were collected by means of questionnaire that had been tested for validity and reliability. The data analysis technique used to answer the hypotheses was multiple regression. The results of this study indicate that: (1) price has a positive and significant effect on the purchase intention of the Smartfren internet provider; (2) promotion has a positive and significant effect on the purchase intention of the Smartfren internet provider; (3) brand image has a positive and significant effect on the purchase intention of the Smartfren internet provider; and (4) price, promotion, and brand image have a simultaneous influence on the purchase intention of the Smartfren internet provider.

1. Introduction

The development of digital technology has made the internet one of the basic needs of Indonesian society. Based on [4] report by the Indonesian Internet Service Providers Association (APJII), the number of internet users reached 221,56 million people, or 79,5% of the total population, an increase from 210,03 million users in the previous year. This increase shows the growing dependence of the community on internet services to support communication, education, economic, and social activities.

The growth in internet users is in line with the increasing use of smartphones as the main device for accessing digital services. [12] shows that the number of active smartphone users in Indonesia reached 209,3 million users in 2023, a significant increase compared to 2015, which only had 54 million users. This increase has also driven the growth of the internet service provider industry. Several providers dominate the market in Indonesia, including Telkomsel, Indosat Ooredoo Hutchison, Tri, XL Axiata, and Smartfren.

Table 1. Number of Mobile Operator Subscribers in Indonesia (in millions)

Provider	2019	2020	2021	2022	2023

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

21

Telkomsel	171,1	169,5	177	156,8	159,3
Indosat	59,3	60,3	62,9	102,2	98,9
Tri	30,4	38	44		
XL	56,7	57,9	57,9	57,5	57,5
Smartfren	23,5	27,9	34,4	36	36,5

Source: Mobile Operator Annual Report

Based on the 2023 Annual Report, Telkomsel ranked first with 159,3 million users, followed by Indosat and Tri with a combined total of 98,9 million users, XL with 57,5 million users, and Smartfren in last place with 36,53 million subscribers. Table 1 indicates that Smartfren's number of subscribers consistently increased between 2019 and 2023. However, Smartfren has always been at the bottom of the mobile operator market in Indonesia from 2019 to 2023. This condition indicates a relatively low level of consumer interest in Smartfren services.

Meanwhile, in the context of market share in Indonesia, the Top Brand index is used as an indicator that combines various components such as mind share, commitment share, market share, brand diagnostic, and competition landscape. Data generated from processing these components through surveys reports that Smartfren is not included in the Top Brand list.
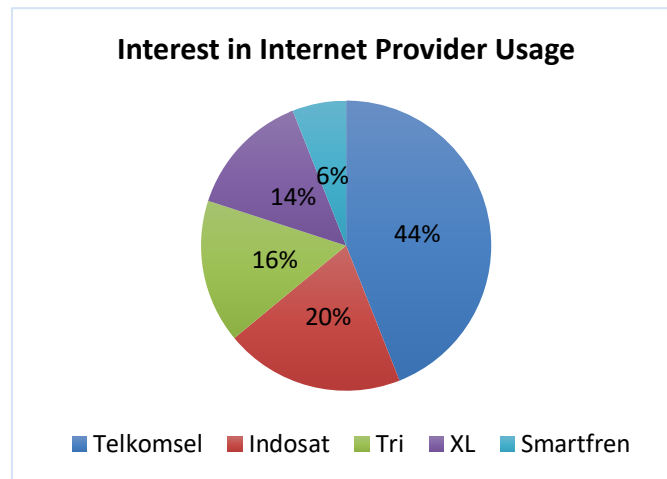
Table 2. Top Brand Award Simcard Category

Brand	2019	2020	2021	2022	2023
Telkomsel	40.30%	34.60%	36.40%	34.30%	34.70%
IM3	12.70%	14.60%	13.50%	13.30%	17.50%
Tri	11.00%	11.20%	9.80%	10.60%	12.00%
XL	12.00%	11.50%	10.70	11.70%	11.60%
Provider internet AS	9.40%	11.10%	8.80%	8.80%	7.10%

Source: Top Brand Award (*www.topbrand-award.com*), 2024

Based on the data in Table 2, Smartfren brand is not included in the Top Brand. The Top Brand Award reflects consumer trust, so many brands in Indonesia are waiting for the survey results. Therefore, to increase competitiveness and attract consumer interest in purchasing products, Smartfren needs to optimize its marketing strategy. In addition, supporting preliminary research was also conducted on consumer preferences regarding the use of internet providers.

According to [10], purchase intention is a stage in the decision-making process when consumers evaluate and select products from several available alternatives, until they finally decide to make a purchase based on their preferences. This process is influenced by various individual considerations. Because purchase intention has the power to influence product sales, it is an important component of marketing strategy. Preliminary research on consumer preferences regarding the use of internet providers was conducted on five major internet providers based on initial data. This limitation was imposed to maintain focus and effectiveness in collecting initial data, as well as to avoid spreading responses too widely to providers with a very small number of users or those that were irrelevant to the research context. The following diagram shows the results of the preliminary research.

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

22

Fig 1. Preliminary Research Results on Interest in Using Internet Providers

Source: Primary data analysis results, 2024

Preliminary research involving 50 respondents regarding their preferences for mobile internet providers shows that only 6% of respondents chose Smartfren as their primary provider, far below Telkomsel (44%), Indosat (20%), Tri (16%), and XL (14%). This low level of interest is influenced by several factors, as outlined by Kotler, namely product quality, brand image, price, packaging design, product availability, and promotional strategies. The results of this preliminary research are presented in the following diagram.
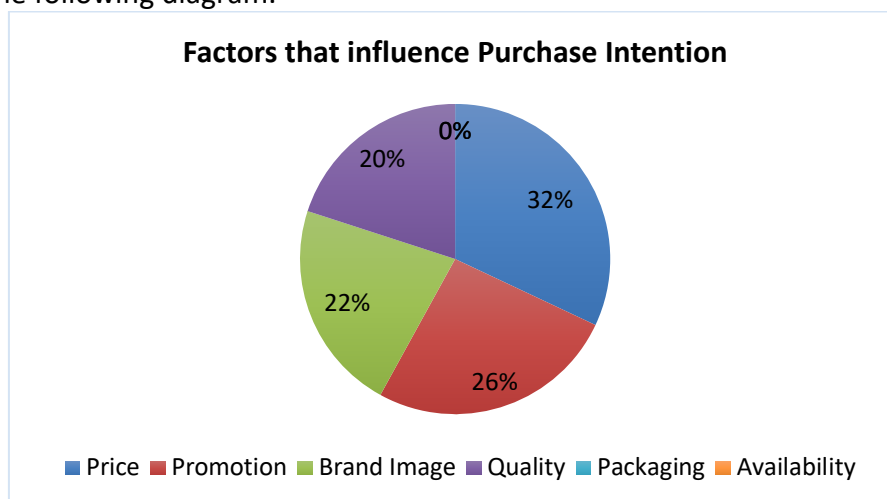
Fig 2. Factors influencing customer interest in purchasing Smartfren
Source: Primary data analysis results, 2024

The preliminary research involving 50 respondents revealed that price was the main factor influencing purchase intention, contributing 32%. Promotional factors ranked second, influencing consumer purchase intention by 26%. Brand image contributed 22% as the third factor influencing purchase intention. In addition, product quality contributed 20% to the characteristics that determined purchase intention. Meanwhile, product availability and packaging did not show a significant contribution, each at 0%.

In general, the low purchasing interest in Smartfren indicates problems related to marketing strategy, particularly in terms of price, promotion, and brand image. However, previous studies on the influence of these three variables on purchasing interest have shown inconsistent results. Research by [30] shows that brand image has a positive and significant contribution to purchase intention. However, different results were found by [26] stating that brand image had no significant

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

23

effect on purchase intention. In addition, research by [42] showed that brand image had a negative and insignificant effect on purchase intention.

The inconsistency of these findings indicates that further research is needed to re-examine the role of price, promotion, and brand image in influencing purchase intention, particularly in the context of Smartfren internet services, which face intense competition in the mobile operator market. Based on these initial phenomena and findings, this study focuses on analyzing "The Influence of Price, Promotion, and Brand Image on Purchase Intention in Smartfren Internet Providers."

2. Method

This study employed a quantitative associative research design through a survey approach. This design was chosen because this study tried to identify and analyze the causal relationship or influence of independent variables (price, promotion, and brand image) on the dependent variable (purchase intention) of Smartfren internet provider users. The research population was all Smartfren users, and the sampling technique applied was purposive sampling, resulting in a final sample of 160 respondents. Data were collected using a questionnaire as the main instrument. Before use, the questionnaire underwent validity and reliability tests to ensure that the instrument was of adequate quality and consistent in measuring the research variables.

The data analysis technique used is multiple linear regression analysis. This analysis process begins with a series of classical assumption tests (including normality, linearity, multicollinearity, and heteroscedasticity tests) to ensure that the regression model formed is valid and can be estimated without bias. The results of the multiple regression analysis were then used to test the hypotheses through t-test (for partial hypotheses) and the F-test (for simultaneous hypotheses), as well as to calculate the coefficient of determination (R^2) to determine the extent to which the variability of the independent variables contributes to explaining the variability of the dependent variables.
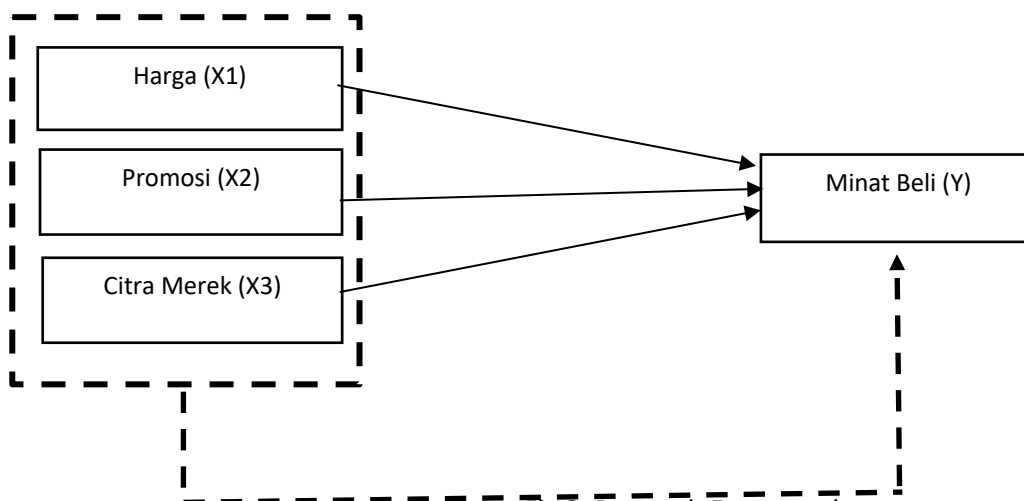

Fig 3. Research Framework

The conceptual framework of this study tests four main hypotheses:
H1: Price has a positive and significant effect on consumer purchase intention.
H2: Promotion has a positive and significant effect on consumer purchase intention.
H3: Brand image has a positive and significant effect on consumer purchase intention.

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

24

H4: Price, promotions, and brand image have a positive and significant effect on consumer purchase intention.

3. Results and Discussion

3.1. Results

3.1.1 Descriptive Statistical Analysis

Table 3. Descriptive Analysis Test Results

Variable	N	Min.	Max.	Mean	Std Deviation
Price	160	11	45	31.87	6.96
Promotion	160	23	54	39.51	8.17
Brand Image	160	11	29	21.51	4.67
Purchase Intention	160	21	47	36.19	6.25

Source: Processed primary data, 2025

The Price variable has a range of values between 11 and 45, with an average value of 31.87 and a standard deviation of 6.96, indicating moderate data variation. For the Promotion variable, the lowest recorded value is 23 and the highest is 54, with an average of 39.51 and a standard deviation of 8.17, indicating a relatively wide distribution of data. Furthermore, the Brand Image variable has a minimum value of 11 and a maximum value of 29, with an average value of 21.51 and a standard deviation of 4.67. The Purchase intention variable shows a range between 21 and 47, with an average value of 36.19 and a standard deviation of 6.25.

3.1.2 *Classic Assumption Test*

3.1.2.1 *Normality Test*

Table 4. Normality Test Result

Variable	Sig	Limit	Description
Unstandardized Residual	0.110	>0.05	Normal

Source: Processed primary data, 2025

The results of the normality test using the Kolmogorov-Smirnov method show a significance value (Asymp. Sig.) of 0.110. Since the significance value (0.110) is greater than the significance level 0.05, it can be concluded that the regression model residuals are normally distributed.

3.1.2.2 *Linearity Test*

Table 5. Linearity Test Results

Variable	Sig.	Limit	Description
Price	0.108	<0.05	Linear
Promotion	0.628	<0.05	Linear
Brand Image	0.703	<0.05	Linear

Source: Processed primary data, 2025

The linearity test results show that price has a significance value of 0.108, promotion has a significance value of 0.628, and brand image has a significance value of 0.703. Since the significance values for all variables exceed the threshold of 0.05, it can be concluded that the relationship between the independent variables and the dependent variable is linear.

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

25

3.1.2.3 Multicollinearity Test

Table 6. Multicollinearity Test Results

Variable	Tolerance	Limit	VIF	Limit	Description
Price	0.505	>0.10	1.980	<10	Non-Multicollinearity
Promotion	0.397	>0.10	2.522	<10	Non-Multicollinearity
Brand Image	0.591	>0.10	1.693	<10	Non-Multicollinearity

Source: Processed primary data, 2025

The indicators used in this test are a tolerance value greater than 0.10 and a VIF value less than 10, indicating no potential multicollinearity. Based on the analysis presented in the table above, the tolerance value for the price variable is 0.505. The tolerance value for the promotion variable is 0.397. The tolerance value for the brand image variable is 0.591. All independent variables in the model show tolerance values above 0.10, indicating that the regression model used does not experience multicollinearity problems.

3.1.2.4 Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Variable	Sig.	Limit	Description
Price	0.459	>0.05	Non-Heteroscedasticity
Promotion	0.963	>0.05	Non-Heteroscedasticity
Brand Image	0.421	>0.05	Non-Heteroscedasticity

Source: Processed primary data, 2025

Based on the results of the heteroscedasticity analysis, the significance values obtained for the price variable were 0.459, for the promotion variable 0.963, and for the brand image variable 0.421. All of these significance values are above the significance level of 0.05, which indicates that there are no heteroscedasticity problems in these three variables.

3.1.3 Hypothesis Test
3.1.3.1 Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

Variable	Unstandardized B	t	Sig.	Explanation
Price	0.172	2.744	0.007	Significant
Promotion	0.290	4.813	0.000	Significant
Brand Image	0.447	5.176	0.000	Significant

Source: Processed primary data, 2025

$$Y = 9.660 + 0.172\ X1 + 0.290\ X2 + 0.447\ X3$$

The constant coefficient of 9.660 indicates the estimated value of Purchase intention when the variables Price (X1), Promotion (X2), and Brand Image (X3) are zero. The interpretation of the regression coefficient shows that all independent variables have a positive effect on Purchase intention. Specifically, each one-unit increase in Price, Promotion, and Brand Image will increase

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

26

Purchase intention by 0.172, 0.290, and 0.447, respectively, assuming other variables remain constant. Of the three variables, Brand Image (X3) has the highest regression coefficient (0.447), implying that Brand Image is the most dominant factor influencing respondents' Purchase intention decisions.

3.1.3.2 Partial Test (t)

Table 9. Partial Test (t) Results

Variable	Unstandardized B	t	Sig.	Explanation
Price	0.172	2.744	0.007	Significant
Promotion	0.290	4.813	0.000	Significant
Brand Image	0.447	5.176	0.000	Significant

Source: Processed primary data, 2025

The following are the t-test results for each independent variable in this study:

Hypothesis 1

The results of the t-test statistical analysis for the price variable show a calculated t-value of 2.744 with a significance value of 0.007, which is smaller than 0.05 (0.007 < 0.05). Additionally, the regression coefficient obtained is positive at 0.172. Therefore, the hypothesis stating that price has a positive and significant effect on purchase intention in the Smartfren internet provider can be accepted.

Hypothesis 2

For the promotion variable, the t-value obtained is 4.813 with a significance level of 0.000, which is also less than 0.05 (0.000 < 0.05). The promotion regression coefficient is positive at 0.290. Therefore, the hypothesis stating that promotion has a positive and significant effect on purchase intention in the Smartfren provider can be accepted.

Hypothesis 3

Analysis of the brand image variable shows a t-value of 5.176 with a significance level of 0.000, which is still below the threshold of 0.05 (0.000 < 0.05). The brand image regression coefficient is also positive at 0.447. Thus, the hypothesis stating that brand image has a positive and significant effect on purchase intention for the Smartfren provider is also accepted.

3.1.3.3 Simultaneous Test (F)

Table 10. Simultaneous Test (F) Results

ANOVA					
Model	Sum of Square	df	Mean Square	F	Sig.
Regression	3829.900	3	1276.633	83.732	.000
Residual	2378.475	156	15.247		
Total	6208.375	159			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, Price, Promotion

Source: Processed primary data, 2025

The F test was conducted to test whether all independent variables together had a significant effect on the dependent variable. Based on the decision criteria, if the significance value was less

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

27

than 0.05, the simultaneous effect was considered significant. The simultaneous test results show a calculated F value of 83.872 with a significance of 0.000, which is much smaller than 0.05. Therefore, it can be concluded that the variables of Price, Promotion, and Brand Image together have a significant effect on Purchase intention in the internet provider Smartfren.

3.1.3.4 Coefficient of Determination

Table 10. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785	.617	.610	3.90469
a. Predictors: (Constant), Brand Image, Price, Promotion				
b. Dependent Variable: Purchase Intention				

Source: Processed primary data, 2025

The coefficient of determination (R^2) is a statistical measure that shows how much variability in the dependent variable can be explained by the independent variables in the regression model. To calculate the percentage contribution of each variable to R^2, the square of the Standard Beta is used, then compared to the total R^2 value.

$$\text{Xi contribution} = \left(\frac{\beta i}{\sum \beta i} \right) \times R^2 \times 100\%$$

Where:
βi: Unstandardized coefficient of variable X_i
$\sum \beta i$: Sum of squares of all unstandardized coefficients
R^2: Coefficient of determination (from Model Summary)

Coefficient of Determination of each variable to Total R^2 is as follows:
Contribution of X1 = (0.29584/0.313493) × 0.617 × 100 = 5.82%
Contribution of X2 = (0.0841/0.313493) × 0.617 × 100 = 16.56%
Contribution of X3 = (0.199809/0.313493) × 0.617 × 100 = 39.32%

Based on the analysis results, the partial contribution of variables to the purchase intention in Smartfren internet providers shows that brand image has the greatest influence, with a contribution of 39.32%. Promotion also has a significant influence of 16.56%. Meanwhile, the price variable has the smallest contribution, which is only 5.82%. Overall, these three variables contribute 61.7% to purchase intention (R^2), which means that there is still a 38.3% influence from other factors outside the model studied.

3.2. Discussion
3.2.1. The Effect of Price on Purchase intention in Smartfren Internet Providers

The analysis results show that the price variable has a positive and significant effect on consumer purchasing interest in Smartfren internet providers. This is evidenced by a t-value of 2.744 and a significance level of 0.007, which is below the threshold of 0.05 (0.007 < 0.05). Additionally, the positive regression coefficient of 0.172 indicates that there is a direct relationship between price perception and purchase intention. This means that the more positive consumers' perceptions of the offered price, the more likely they are to purchase the product. The contribution of the price variable to purchase intention is recorded at 5.82%. Thus, this finding supports the first hypothesis

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

28

in the study, namely "Price has a positive and significant effect on the purchase intention in Smartfren internet providers."

This finding is consistent with research conducted by [36], which shows that price has a positive effect on purchase intention. This means that when the price is considered appropriate or affordable by consumers, it can become a driver of purchases. Additionally, similar results were reported by [16], who found that the price variable not only has a positive effect but is also significant for purchase intention. The consistency of these results reinforces the argument that price plays a crucial role in consumer decisions, especially when price is considered to be comparable to the benefits or value obtained.

According to [7], price is defined as the amount that consumers must pay to obtain the benefits of a product, whether determined by the manufacturer or the result of negotiation. This definition emphasizes the importance of an appropriate pricing strategy as part of efforts to attract consumers. Therefore, companies need to set prices that are not only competitive but also able to represent the value or benefits of the product as perceived by consumers. Appropriate pricing can increase the attractiveness of a product and encourage purchases. In line with [15], price also functions as an allocation and information tool, where consumers often use price as an indicator of the value and quality of a product. Thus, when consumers perceive the price as reasonable and proportional to the benefits received, the tendency to purchase the product will be greater.

From the overall analysis, it can be concluded that there is a positive relationship between price and purchase intention. A positive regression coefficient indicates that price is not a barrier to purchasing decisions, but can actually be a driver if it is considered commensurate with the quality and benefits offered. Thus, positive consumer perceptions of price can increase the intention to make a purchase.

3.2.2 The Effect of Promotion on Purchase intention in Smartfren Internet Providers

The results of the study indicate that the promotion variable has a positive and significant effect on the purchase intention of Smartfren internet providers. This is shown by a t-value of 4.813 with a significance value of 0.000, which is smaller than the significance limit of 0.05 (0.000 < 0.05). Additionally, the regression coefficient obtained has a positive value of 0,290. The contribution of promotional influence on consumer purchase intent is 16.56%. A positive regression coefficient indicates that the better or more intensive the promotions conducted—such as discounts, attractive advertisements, or campaigns on holidays—the higher the likelihood of consumers making a purchase. Thus, this study successfully proves the second hypothesis, which states that "Promotion has a positive and significant effect on the purchase intention of Smartfren internet providers" can be accepted.

These results are also in line with the findings of research by [36], who state that promotion has a significant relationship with purchase intention, indicating that well-planned and targeted promotional strategies can increase consumer interest in a product or service. Consistency in the results is also demonstrated in studies by [16] and [26], where promotions are proven to play a crucial role in shaping consumer purchasing decisions. These findings reinforce the evidence that promotion is one of the determining factors that consistently has a positive impact on consumer purchasing behavior. Thus, promotion can be considered an effective marketing strategy in efforts to increase the attractiveness of products in the eyes of consumers.

According to [37], promotion is defined as a series of activities aimed at informing, reminding, and convincing consumers to be interested in using a product or service. This definition is supported by [9], who states that promotion is a form of corporate communication designed to raise awareness, trigger interest, and encourage consumers to make purchases. Properly designed

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

29

promotions not only convey informative messages but also influence consumers' emotions and perceptions, thereby increasing their propensity to buy.

Based on the overall analysis results, it can be concluded that the better the implementation of promotional activities, in terms of frequency, form, and message conveyed, the higher the likelihood of consumers being interested in making a purchase. The positive regression coefficient indicates that promotion plays a role in shaping consumer awareness, triggering interest, and encouraging purchasing actions for the products offered. Therefore, promotional strategies that are implemented consistently and innovatively can be a major driving factor in increasing purchasing interest and strengthening brand image in the minds of consumers.

3.2.3 The Effect of Brand Image on Purchasing Interest in Smartfren Internet Providers

The results of this study indicate that brand image has a positive and significant effect on consumer purchasing intention in Smartfren internet services. This is reflected in the t-value of 5.176 with a significance level of 0.000, which is well below the threshold of 0.05 (0.000 < 0.05). In addition, the regression coefficient value of 0.447 indicates a positive relationship between brand image and purchase intention. The contribution of this variable to purchase intention is recorded at 39.32%. This means that the stronger the positive perception of consumers towards the Smartfren brand image, the greater the purchase. Therefore, the third hypothesis in this study, namely "Brand image has a positive and significant effect on purchase intention for Smartfren internet providers," can be proven and accepted.

This finding is in line with previous studies by [36] and [30], which also prove the significant influence of brand image on purchase intention. In this context, a strong brand image builds consumer trust, creates positive perceptions, and differentiates Smartfren from its competitors. These perceptions are not only formed from marketing communications but also from consumers' real experiences when using Smartfren services, such as network speed, price, and customer service. Theoretically, these results support [19] view that brand image is formed through strong associations embedded in consumers' memories. When the image is positive, the brand will be more easily remembered, trusted, and chosen when consumers are faced with choices. Meanwhile, [38] emphasize that consumer perceptions of a brand are greatly influenced by prior information and experiences, making positive experiences a vital element in building brand image.

The managerial implication of these results is the importance for Smartfren to continue to maintain and improve its brand image through consistent service, strong brand communication, and a pleasant customer experience. Management can consider strategies such as strengthening brand messaging, optimizing customer testimonials, and conducting periodic evaluations of consumer perceptions. Therefore, brand image can become a sustainable competitive advantage and drive a significant increase in purchase intention. It can be concluded that brand image plays a crucial role in shaping consumer interest in purchasing Smartfren services. A strong image can build trust, shape perceptions of quality, and influence purchasing decisions. Therefore, sustainable brand image management is an important element in marketing strategies to maintain competitive position and increase consumer loyalty.

4. Conclusions
   a) Price has a positive and significant effect on the purchase intention of Smartfren internet providers, as evidenced by a t-value of 2.744; a significance value of 0.007<0.05; and a regression coefficient of 0.172;

Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

30

b) Promotions have a positive and significant effect on the purchase intention of Smartfren internet providers, as evidenced by a t-value of 4.813; a significance value of 0.000<0.05; and a regression coefficient of 0.290;

c) Brand image has a positive and significant effect on the purchase intention of Smartfren internet provider, as evidenced by a t-value of 5.176 with a significance value of 0.000<0.05; and a regression coefficient of 0.447;

d) Price, promotion, and brand image have an effect on the purchase intention of Smartfren internet provider, as evidenced by the test results obtained with a calculated F value of 83.872 with a significance of 0.000<0.05.

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Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

31

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32

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Anisa Rika Pratiwi (The Effect of Price, Promotion, and Brand Image on The Purchase Intention of Smartfren Internet Provider)

33