

The Effect of Price, Promotion, and Brand Image on Indosat Ooredoo Customer Loyalty in Purwokerto Community

Lucky Anggraito^{1*}, Restu Frida Utami², Herni Justiana Astuti³, Suyoto⁴
Universitas Muhammadiyah Purwokerto

Corresponding Author: Lucky Anggraito lucky7luke7@gmail.com

ARTICLE INFO

Keywords: Price, Promotion, Brand Image, Customer Loyalty

Received : 2, December
Revised : 13, December
Accepted: 14, January

©2025 Anggraito, Utami, Astuti, Suyoto: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).

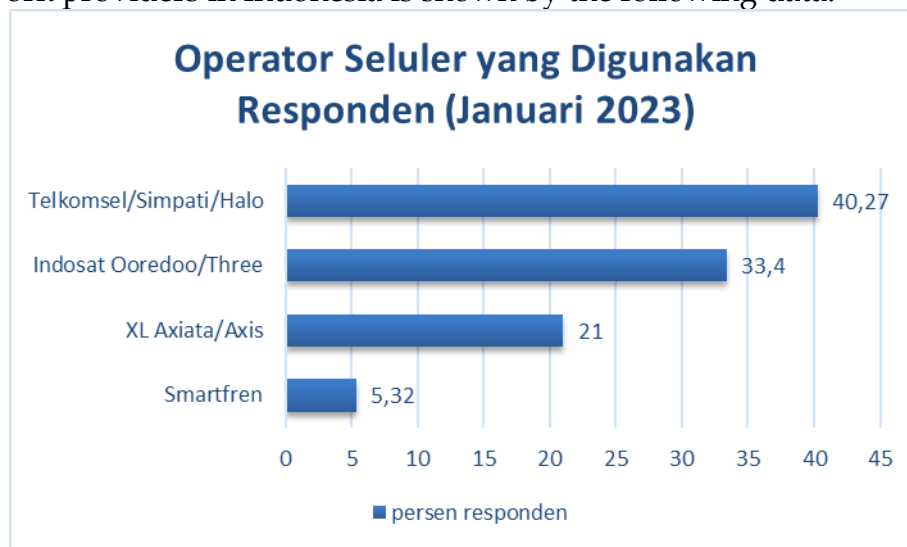


ABSTRACT

The tight competition for market share forces network providers to continue to innovate in terms of speed, coverage, and price of internet services. One of the network providers that continues to improve its quality in Indonesia is Indosat Ooredoo. The purpose of this study is to analyze the effect of price, promotion, and brand image on Indosat Ooredoo customer loyalty. This research uses quantitative research methods and focuses on people who live in Purwokerto. The sampling method used purposive sampling. Respondents used in this research sample were 106 according to the criteria involved in Indosat Ooredoo customer loyalty. The data collection method is through a questionnaire survey measured by a 5-point Likert scale and analyzed using the SPSS 26 application. The results showed that price has a positive and significant effect on Indosat Ooredoo customer loyalty, promotion has no effect and is not significant to Indosat Ooredoo customer loyalty, and brand image has no effect and is not significant to Indosat Ooredoo customer loyalty.

INTRODUCTION

Recent years have seen Indonesia's economy grow quickly, which has fueled the rise of many industries, most notably telecommunications. The mobile sector is becoming more and more competitive due to the rising demand for flexible communications (Ramadhan et al., 2021). To satisfy consumers' demands for a range of mobile services, particularly prepaid services, Indosat (IM3), one of the leading competitors, engages in intense competition with other carriers including Telkomsel (Simpati, AS) and XL Axiata. The SMS rates offered by Indosat Ooredoo are reasonably priced (Umban Adi Jaya et al., 2020). The usage of network providers in Indonesia is shown by the following data:



Source : Databoks.katadata.co.id

Figure 1. Mobile Operator User Data January 2023

Based on figure 1, based on the results of an APJII poll conducted on January 10-27, 2023 involving 8,510 participants from 38 provinces in Indonesia, 40.27% of customers chose Telkomsel/Simpat/Halo, with Indosat Ooredoo/Three coming in second with 33.4%, XL Axiata with 21%, and Smartfren with 5.32%. Signal strength in their respective regions is the main determinant of operator selection, as reported by 47.5% of respondents (Databoks.katadata.co.id).

According to Kurniasih (2012) in Jaya et al (2020), by providing relatively low tariffs, Indosat Ooredoo can compete with other cellular service providers, especially for young individuals who do not yet have their own source of income. Achieving consumer happiness requires fair pricing and high quality service. Customers are more likely to stick with a product or service when they feel satisfied with it. In addition to cellular phone services under the IM3 brand, Indosat Ooredoo is a telecommunications service provider that also offers internet services, landlines, and other multimedia services. By developing its network, Indosat Ooredoo aims to provide the best service to its customers, especially in response to the growing demand for connections to facilitate work and study activities from home (Ariyanto et al., 2022).

Many consumers expect a “strong signal from Indosat”, in line with Indosat Ooredoo's company tagline. However, network quality is still an issue,

especially during the rainy season. Indosat Ooredoo's signal can sometimes be interrupted during peak hours and rainy season. Customers find it difficult to access the signal as a result of the interruption (Jaya et al., 2020).

According to Hurriyati (2014) cited in Suwarsito & Aliya (2020) Increased sales are largely driven by customer loyalty. To increase customer loyalty, Indosat Ooredoo must prioritize supporting factors such as price, promotion, and brand image. According to Kotler and Keller (2007) in Firmansyah (2019) A strong desire to continue to buy or subscribe to a good or service in the future, despite external influences such as advertising efforts, is known as loyalty. If customers have a strong dedication to buy and use a product regularly, they can be considered loyal (Wahyuni & Pramitasari, 2022).

Price is among the many aspects that affect customer loyalty. According to Kotler and Armstrong (2015) in Widnyani et al (2020), Price can be defined as the cost of purchasing products and services or the value that consumers receive from using or owning them. According to Kurniasih (2012) in Jaya et al (2020) Customer happiness can result from providing high-quality services at fair costs, which in turn boosts customer loyalty to use or consume these services. The findings of the study support this by Tulloch & Utama (2020), Wahyuni & Pramitasari (2022), Widnyani, et al (2020), Insani & Madiawati (2020), Farisi & Siregar (2020), Putri et al (2021), Permono & Pasharibu (2021) which claim that price has a positive impact in customer loyalty. Meanwhile, according to Jaya, et al (2020), price has no effect on customer loyalty and according to Sutra (2021) and Nababan & Alamanda (2022) Price significantly and negatively affects customer loyalty.

Promotion also affects customer loyalty. According to Tjiptono (2010) in Jaya & Pangdugi (2022) Promotion is a company's effort to inform, influence, and connect with target audiences about its products. Relevant businesses work to persuade customers to accept, purchase, and stick with the goods they provide. The findings of the study support this by Jaya & Pangdugi (2022), Ni Made Widnyani, et al (2020), Insani & Madiawati (2020), Permono & Pasharibu (2021), Purba, et al (2020), Farisi & Siregar, (2020) which state Customer loyalty is positively impacted by promotion. According to (Ramdaniah et al., 2022) Pomotion significantly and negatively affects customer loyalty, while according to (Astianita A.D & Lusiana Atik, 2022) Customer loyalty is unaffected by promotions.

Brand image also affects customer loyalty. According to Kotler (2012) in Ramadhani & Nurhadi (2022), Consumer perceptions or presumptions about a brand are known as its brand image. According to Arnould (2007) in Indrasari (2019), These perceptions or presumptions are referred to as brand image or reputation, and they can be either favorable or negative, or a combination of both. The results of the study are supported by the findings of research by Astianita & Lusiana (2022), Nasababan & Alamanda (2022), Ana Sutra (2021), Widnyana & Simangusong (2021), Algifari & Hasbi, (2021) which state Customer loyalty is positively impacted by brand image. Meanwhile, according to Ramadhani & Nurhadi, (2022) Customer loyalty is unaffected by brand image.

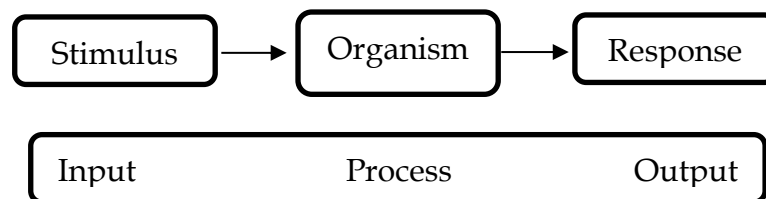
This study is an innovation from earlier research by Insani & Madiawati (2020) entitled “The Effect of Service Quality, Price and Promotion on GoFood Customer Loyalty in Bandung City” by replacing the service quality variable with the Brand Image variable, because according to Widyana & Simangunsong (2020) Customer loyalty is significantly and positively affected by brand image. In addition to having a positive impact on customer loyalty, the brand image variable was added in order to examine how brand image affects customer loyalty for Indosat and Ooredoo, as there aren't many rival telecommunications companies with well-known brands in Indonesia. researchers want to conduct research with the title “The Effect of Price, Promotion, and Brand Image on Indosat Ooredoo Customer Loyalty in Purwokerto” because of the background of the problem and the variety of findings from previous studies.

LITERATURE REVIEW

Consumer Behavior

According to Schiffman and Kanuk (2007) in Priansa (2017) when consumers look for, purchase, use, assess, and discard products and services that are anticipated to satisfy their requirements, this is referred to as consumer behavior. Hawkins et al (2007) in Priansa (2017) state The manner that individuals, groups, and organizations select, purchase, utilize, and reject goods, services, concepts, and experiences in order to satisfy their needs is known as consumer behavior. This eventually impacts both society and the consumers themselves. These experts' understanding leads to the conclusion that when consumers are in a position to wish to use a product or service to suit their wants, consumer behavior can occur. Consumer behavior can also determine whether a product or service offered can meet expectations and provide added value.

Stimulus Organism Response Theory



Source: Kim, M. J., Lee, C. K., & Jung, T (2020)

Figure 2. Conceptual framework of S-O-R theory

The S-O-R theory explains how environmental changes trigger consumer behavior. SOR theory emphasizes emotions that evoke emotions or emotional qualities of the environment that are perceived as aesthetic incitement (Wohlwill 1976). Whereas Mehrabian and Russell (1974) in Kim et al (2020) focused only on emotional responses, Bitner (1992) in Kim et al (2020) incorporated cognition and physiology in SOR theory, extending its applicability to the service landscape. More recently, an integrative SOR framework was presented with cognitive and affective systems incorporating all previously engaged experiences involving long-term memory (Jacoby 2002) in Kim et al (2020). J. Kim and Lennon (2013) in

kim et al (2020) extended Mehrabian and Russell's SOR theory by including internal and external information sources as stimuli that influence purchase intention (response) through consumer cognition and consumer emotions (organism).

In this case, the variables based on the response organism stimulus theory are price, promotion, and customer loyalty. Indosat ooredoo provides a consistent stimulus by providing price variations in the sale of products and services to meet customer demand. And in terms of promotion Indosat Ooredoo involves various forms of marketing communication such as advertising, special offers or discounts, this aims to provide a stimulus to attract consumer attention. In terms of brand image, the better the brand image of Indosat Ooredoo, it can be an effective stimulus to attract consumer attention. Then from each of these processes, an assessment will emerge from consumers which can encourage customer loyalty to continue using products and services from Indosat Ooredoo.

Customer Loyalty

Customer loyalty is the term used to describe the devotion of a customer to a brand, merchant, or distributor, and it begins with concrete behaviors like repeat purchases Tjiptono (2008) in Pangdugi & Jaya (2022). According to Adisaputro (2010) in Wahyuni & Pramitasari (2022) Although marketing campaigns and outside circumstances may have an impact on this behavior, customer loyalty is a genuine factor that motivates customers to keep subscribing or repurchasing the same goods and services in the future. Indicators of customer loyalty based on Griffin (2012) in Ramadhani & Nurhadi (2022) are as follows: 1. Make repeat purchases, 2. Purchase other goods and services from the same supplier, 3. Recommend to others, 4. Show immunity from competitor attraction

Price

According to William J. Stanton in Indrasari (2019) Price is the sum of money needed to buy a product and the services that go along with it. According to Buchari Alma (2014) in Widnyani et al (2020) The price of a product in terms of money is called its price. According to Tanjung (2014) in Wahyuni & Pramitasari (2022), the amount of money agreed upon by buyers and sellers as payment in conventional business transactions is known as price. Price indicators according to Kotler (2008) in Indrasari (2019) are as follows: 1. Affordability of prices, 2. Price and product quality compatibility, 3. Competitive pricing, 4. Benefits and price compatibility, 5. Prices have the power to sway customers' choices.

Promotion

According to Hasan (2015) in Insani & Madiawati (2020) Promotion is a marketing mechanism that focuses on communicating marketing campaigns by persuasively targeting customers to facilitate the production of transactions or deliveries between companies and consumers to buy the necessary activities. Promotion, as defined by Sari (2016) in Permono & Pasharibu (2021), is a business's communication endeavor to present its products or services to customers with the intention of turning a profit. According to Swastha (2006) in

Widnyani et al (2020) promotion is the one-way dissemination of knowledge or persuasive efforts intended to inspire people or organizations to perform activities that result in marketing exchanges. Promotion indicators according to Kotler & Keller (2009) in Widnyani et al (2020) are as follows: 1. Advertising, 2. promotion of sales, 3. Public relations and publicity

Brand Image

Brand image, according to Ouwersoot and Tudorica (2001) in Firmansyah (2019), is a collection of perceptions about a brand that are connected in the mind of the consumer. Meanwhile, Hogan (2007) claims in Indrasari (2019) that a brand's image is comprised of all the information that is currently available about the goods, services, and businesses associated with that brand. Brand image indicators according to Perdana (in Indrasari, 2019) are as follows: 1. Know the brand, 2. A trusted brand, 3. A quality brand, 4. A good impression, 5. A popular brand, 6. The appropriate price

The Effect of Price on Customer Loyalty

According to Kotler and Armstrong (2015) in Widnyani et al (2020) the price is amount of money that is charged for a good or service, or the value customers exchange in order to use or use the product. Tomida & Satrio (2016) in Permono & Pasharibu (2021) state that if clients believe the company's price is excessive, their loyalty may shift. So it can be concluded that the more the price can be accepted by consumers, the level of customer loyalty will also increase. The findings of the study support this by price Tulloch & Utama (2020), Wahyuni & Pramitasari (2022), Widnyani, et al (2020), Insani & Madiawati (2020), Farisi & Siregar, (2020), Putri et al, (2021), Permono & Pasharibu (2021) That states that price have a positive impact by customer loyalty.

H1: Price positively and significantly affects customer loyalty.

The Effect of Promotion on Customer Loyalty

Tjiptono (2010) in Jaya & Pangdugi (2022) defines promotion as a marketing approach that seeks to educate, persuade, and approach the target market in accordance with the company and its offerings in order to encourage them to accept, buy, and stick with the goods offered by the concerned business. Rosalina et al (2019) in Insani & Madiawati (2020) state that Promotion emphasizes the value of client loyalty since consumers are more likely to buy more goods or services when a promotion is run heavily, which can lead to greater purchases and more devoted customers. Suharsono & Sari (2019) in Permono & Pasharibu (2021) state that because every transaction is done online today, social media promotion is the most efficient way to influence consumer loyalty. Therefore, an attempt to sell goods or services with the goal of persuading people to use them can be summed up as promotion. The findings of the study support this by Jaya & Pangdugi (2022), Ni Made Widnyani, et al (2020), Insani & Madiawati (2020), Permono & Pasharibu (2021), Purba, et al

(2020), Farisi & Siregar, (2020) which state that promotions have positive impacts on customer loyalty.

H2: Promotion positively and significantly affects customer loyalty.

The Effect of Brand Image on Customer Loyalty

Ginting (in Firmansyah, 2019) defines brand image as a collection of components, including name, logo, and design, that a business uses to make a particular impression on customers and set its goods and services apart from those of rivals. According to Kotler (in Ramadhani & Nurhadi, 2022) The opinions and impressions of consumers about a product constitute its brand image, which can influence their purchasing decisions and cultivate long-term customer loyalty. So brand image can be defined as the identity that consumers think of in the products and services offered by a brand. The findings of the study support this by Astianita & Lusia (2022), Nababan & Alamanda (2022), Ana Sutra (2021), Widiana & Simangusong (2021), Algifari & Hasbi, (2021) They claim that brand image have positive impacts on customer loyalty.

H3 : Brand Image has a positive and significant effect on consumer loyalty.

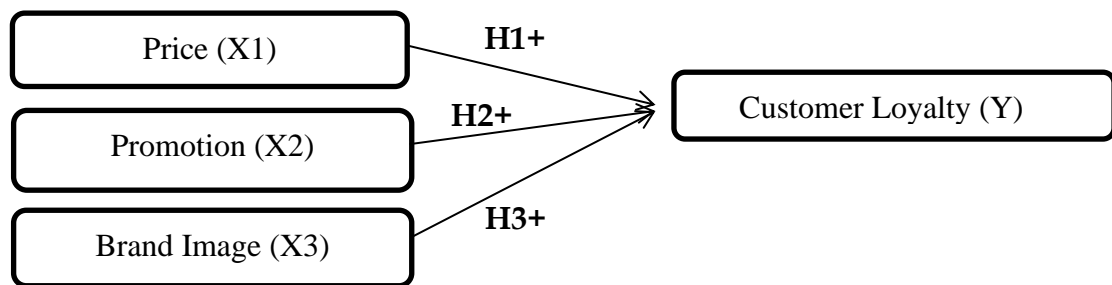


Figure 3. Framework of Thought

METHODOLOGY

The methodology of this research is quantitative. Residents of Purwokerto are the subject of this research. Purposive sampling was the sampling technique used in this study, which sets the criteria of Purwokerto residents who have used Indosat Ooredoo products for approximately five years and have never switched network providers.

The sample calculation in this study refers to Roscoe in (Sugiyono, 2019: 143), namely by analyzing with multivariate and using experiment and control groups, the research sample is 5 (4 independent and 1 dependent) multiplied by a sample size of 20, namely $5 \times 20 = 100$ respondents. To anticipate questionnaires that did not return or were damaged, the researcher added 10% of the sample size so that it became 110 respondents. However, in the research the questionnaire that passed the criteria amounted to 106 respondents. Questionnaires were distributed to eligible residents of Purwokerto, primary data. Google Form was used to disseminate the survey online. Respondents' answers were evaluated using a Likert scale with sufficient information, with 1 denoting "completely disagree," 2 "disagree," 3 "neutral," 4 "agree," and 5 "completely agree." SPSS version 26 was then used for data analysis.

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

No.	Category	Characteristics	Frequency	Percentage
1.	Gender	Male	63	59,4%
		Female	43	40,6%
2.	Domicile	West Purwokerto	26	24,5%
		East Purwokerto	26	24,5%
		North Purwokerto	30	28,3%
		South Purwokerto	24	22,6%
3.	Jobs	ASN/TNI/POLRI	12	11,3%
		Teacher/Lecture	3	2,8%
		Cook/Chef	5	4,7%
		Private Employee/BUMN	13	12,3%
		NAKES	13	12,3%
		Student	21	19,8%
		Farmer	1	9%
		Self-employed	17	16%
		Others	21	19,8%
4.	Age	17 Years - 24 Years	44	41,5%
		25 Years - 32 Years	39	36,8%
		33 Years - 40 Years	14	13,2%
		>40 Years	9	8,5%
5.	Revenue	< Rp. 1.500.000	24	22,6%
		Rp.1.500.000-Rp.3.000.000	44	41,5%
		>Rp.3.000.000- Rp.5.000.000	23	21,7%
		>Rp.5.000.000	15	14,2%
6.	Average internet quota usage in 1 month	<1 GB	3	2,8%
		>2GB-5GB	9	8,5%
		6GB-9GB	15	14,2%
		>10GB	79	74,5%

Source: Spss processed data, 2024

Based on the research results, Indosat Ooredoo users tend to be male who live in the North Purwokerto area. The majority of users are students, college students, and individuals who do not have a permanent job. Meanwhile, this user group generally has an income between Rp.1,500,000 to Rp.3,000,000 per month and uses more than 10GB of internet quota each month.

Validity test

The validity of a questionnaire is assessed using the validity test. If the questions on a questionnaire can provide information that the questionnaire will use to assess something, then the questionnaire is considered legitimate. The item, inquiry, or indicator is deemed valid if r count is greater than r table and

the value is positive; if r count is less than r table, the statement is deemed invalid. (Ghozali, 2018).

Table 2. Validity Test

Variabel	Indikator	Pearson Correlation	Nilai sig	Status
Price (X1)	X1.1	0,737	0.000	Valid
	X1.2	0,630	0.000	Valid
	X1.3	0,474	0.000	Valid
	X1.4	0,609	0.000	Valid
	X1.5	0,740	0.000	Valid
Promotion (X2)	X2.1	0,665	0.000	Valid
	X2.2	0,678	0.000	Valid
	X2.3	0,569	0.000	Valid
	X2.4	0,622	0.000	Valid
	X2.5	0,633	0.000	Valid
Brand Image (X3)	X3.1	0,641	0.000	Valid
	X3.2	0,713	0.000	Valid
	X3.3	0,669	0.000	Valid
	X3.4	0,589	0.000	Valid
	X3.5	0,703	0.000	Valid
	X3.6	0,611	0.000	Valid
Customer Loyalty (Y)	Y.1	0,800	0.000	Valid
	Y.2	0,610	0.000	Valid
	Y.3	0,612	0.000	Valid
	Y.4	0,702	0.000	Valid
	Y.5	0,617	0.000	Valid

Source: Spss processed data, 2024

referring to table 2 shows that the correlation value of each variable is greater than r table (0.160), which indicates that each statement is considered valid.

Reliability Test

If a respondent's answer to a question is constant or stable throughout time, the questionnaire is considered reliable. Using the Cronbachs Alpha (α) statistical test to measure dependability (Ghozali, 2018). A variable or construction is deemed reliable if its Cronbach Alpha value is above 0.60. (Suliyanto, 2018).

Table 3. Reliability Test

Variabel	Cronbach's Alpha	status
Price (X1)	0,648	Reliabel
Promotion (X2)	0,623	Reliabel
Brand Image (X3)	0,732	Reliabel
Customer Loyalty (Y)	0,694	Reliabel

Source: Spss processed data, 2024

According to reliability testing, each assertion is deemed credible since every variable has a Cronbach's alpha value greater than 0.6.

Classical Assumption Test

Normality Test

To ascertain whether the residual or confounding variables in the regression model have a normal distribution, the normality test is used. The t and F tests are known to be based on residual values that are regularly distributed. If this assumption is not met, statistical tests for small sample sizes are deemed invalid. One statistical method for determining if residuals are normal is the Kolmogorov-Smirnov non-parametric test. A significance value of 0.05 or higher indicates that the data has a normal distribution; a value of less than 0.05 indicates that the data does not Ghozali (2018).

Table 4. Normality Test

One - Sample Kolmogorov-Smirnov Test		
N	Test Statistic	Asymp. Sig. (2-tailed)
106	.73	.200 ^{c,d}

Source: SPSS processed data, 2024

Since the One Sample Kolmogorov Sig (2-tailed) value is 0.200, which is more than 0.05, the residual value is normally distributed, as seen in the above table. The results of the normality test utilizing the One Sample Kolmogorov technique are normal, as indicated by the residual value in this study being normally distributed because it is bigger than 0.05.

Multicollinearity test

The purpose of the multicollinearity test is to determine whether the independent variables in the regression model are correlated with each other. If the VIF value is less than 10 and the tolerance value is less than 0.1, there is no multicollinearity between the independent variables in the regression model (Ghozali, 2018).

Table 5. Multicollinearity Test

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	0.631	1.585
	Promotion	0.508	1.970
	Brand Image	0.607	1.649

Source: Data processed by SPSS, 2024

Price has a tolerance value of 0,631, promotion of 0,508, and brand image of 0.607, all of which are greater than 0.100, according to table 4. In addition, the VIF values of all variables price at 1,585, promotion at 1,970, and brand image at 1.649-are smaller than 10.0. Therefore, the table indicates that there are no symptoms of multicollinearity.

Heteroscedasticity test

In a regression model, the heteroscedasticity test determines whether the residuals from one observation to another show unequal variance. According to

the park test, data is considered heteroscedasticity if the significance level is greater than 5%.

Table 6. Park Test Heteroscedasticity Test

Model	Sig
Price	0.111
Promotion	0.798
Brand Image	0.079

Sumber: Data olahan SPSS, 2024

Table 6 displays the significant values for pricing (0.111), promotion (0.798), and brand image (0.079). It can be concluded that there are no indications of heteroscedasticity because the significance value is greater than 0.05.

Multiple Linear Analysis

Multiple linear regression analysis is a technique to rate the effect of variables. on the independent and dependent variables, independently and in combination. The multiple linear regression model used in this analysis looks like this:

Table 7. Multiple Linear Regression Analysis & t-test

Coefficients ^a			
Model	Unstandardized Coefficients	t	Sig.
	B		
(Constant)	1.221	3.792	.015
Price	.389	5.132	.000
Promotion	.173	1.849	.067
Brand Image	.163	1.972	.051

Source: Spss processed data, 2024

The following multiple linear regression equations can be used to express the analysis from Table 7:

$$Y = 0,725 + 0,370 X1 + 0,052 X2 + 0,123 X3 + e$$

The regression equation model above allegedly shows that there is a unidirectional relationship between the independent and dependent variables because all variables have a positive relationship. It can be seen from Table 7 that:

1. The constant value of customer loyalty (Y) is 1,221, which is the value obtained when the variables of price, promotion, and brand image are completely zero.
2. With the price coefficient of 0,389, customer loyalty rises by 0,389 (38,9%) for every 1% increase in the price variable, or falls by 0,389 (38,9%), for every 1% decrease in price.
3. With a promotion coefficient of 0,173, customer loyalty rises by 0,173 (17,3%) for every 1% increase in the promotion variable and falls by 0,173 (17,3%) for every 1% drop in promotion.
4. With a brand image coefficient of 0,163, customer loyalty rises by 0,163 (16,3%) for every 1% increase in the brand image variable, or falls by 0,163 (16,3%) for every 1% reduction in brand image.

Model Feasibility Test

Coefficient of determination test

The model's ability to account for changes in the dependent variable is measured by the coefficient of determination (R^2). (Ghozali, 2018).

Table 8. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.419	.476	.32760

Source: Spss processed data, 2024

referring to Table 8. The R value of 0,700 indicates that there is a 70% correlation between the customer loyalty variable and the variables of pricing, promotion, and brand image. Price, promotion, and brand image, however, account for 41,9% of the customer loyalty variable, according to the Adjusted R Square value of 0.419. Factors not included in this study affect the remaining 58,1%.

F Test

The F test is designed to assess whether the independent variables price, promotion, and brand Image have a combined impact on the dependent variable, which is customer loyalty. The F table used is 2.69 if the calculated F value is greater than 2.69 then the independent variable has an influence on the dependent variable simultaneously, or vice versa.

Tabel 9. Anova Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.539	3	3.513	32.734	.000 ^b
	Residual	10.947	102	.107		
	Total	21.486	105			

Source: Spss processed data, 2024

Table 9 shows that the $F_{count} > F_{table}$ value is $32.732 > 2.69$ with a significance value of $0.000 < 0.05$. This shows that the regression model is suitable and appropriate for assessing price, promotion, and brand image, which means that all independent variables have a positive and significant effect on customer loyalty.

Hypothesis Test

t Test

The t test is intended to demonstrate the extent to which one independent or explanatory variable (brand image, product quality, trust) partially explains the variation dependent variable (consumer loyalty) (Ghozali, 2018). The α significant threshold utilized in this study is 0.05, or a 95% confidence level, and $df = (n-k-1)$ to obtain the t table value (Ghozali, 2018). If the t count is greater than

the t table or the sig value is less than 0.05, then H_0 is rejected and H_a is approved, and vice versa. This serves as the foundation for decision-making.

Based on table 7, it can be seen that:

1. The price variable's t value of 5,132 > 1,659 t table and significance level of less than 0,05, or 0,000, show that price has a positive and significant impact on customer loyalty.
2. Promotion has no effect and is not significant on customer loyalty, according to the t value of the promotion variable of 1.849 > t table 1.659 and a significance level greater than 0.05, namely 0.067.
3. The t value of the brand image variable is 1.972 > t table 1.659 and the significance level is greater than 0.05, precisely 0.051, indicating that brand image has no effect and is not significant to customer loyalty.

DISCUSSION

The Effect of Price on Customer Loyalty

The results showed that price has a positive and significant effect on customer loyalty. This shows that price has an effect on driving factors of customer loyalty. Based on the Stimulus Organism Response (SOR) theory, the affordable and reasonable price stimulus consistently provided by Indosat Ooredoo encourages a positive response to remain loyal to Indosat Ooredoo. The assessment of the Purwokerto community who were respondents in this study considered that the prices of Indosat Ooredoo products and services were affordable, competitive, in accordance with the perceived benefits, influencing people's decisions to continue using Indosat products and services. This is indicated by the fact that the descriptive statistical test shows that the mean price value is 4.21 which indicates agreement. So that the more affordable and reasonable the price offered by Indosat Ooredoo will increase the level of customer loyalty in the community who use Indosat Ooredoo products and services. The findings of this study support that by Tulloch & Utama (2020), Wahyuni & Pramitasari (2022), Widnyani, et al (2020), Insani & Madiawati (2020), Farisi & Siregar, (2020), Putri et al, (2021), Permono & Pasharibu (2021) customer loyalty is positively influenced by price.

The Effect of Promotion on Customer Loyalty

The results showed that promotion had no effect and was not significant to customer loyalty. This shows that promotions have not supported customer loyalty. Based on the Stimulus Organism Response (SOR) theory, although the promotional stimulus provided by Indosat Ooredoo is carried out consistently, it is considered positive as evidenced by the results of the descriptive statistical test promotion has a mean value of 4.18 which means agree. However, in this study the promotion variable has not been able to encourage the people of Purwokerto to be loyal to Indosat Ooredoo. The alleged reason people are loyal to Indosat Ooredoo is because the cost of purchasing a new SIM card and the price of the package offered is not necessarily more economical than Indosat Ooredoo, do not want to experience troublesome processes such as re-registration and time-consuming contact transfer. So Indosat Ooredoo must improve the way they promote their products and services in order to increase loyalty in Indosat

Ooredoo customers. The research findings support this by Astianita A.D & Lusia Atik (2022) this confirms that promotion has no effect and is not significant to client loyalty.

The Effect of Brand Image on Customer Loyalty

The results showed that brand image has no effect and is not significant to customer loyalty. This shows that brand image fails to encourage customer loyalty. Based on the stimulus organism response (SOR) theory, Indosat Ooredoo's strong brand image is a stimulus that should be effective in attracting consumer interest. Even though indosat ooredoo has a good image as evidenced by the results of the descriptive statistical test, it gets a mean value of 4.24 which shows that it agrees. However, this study has not been able to encourage the people of Purwokerto to be loyal to Indosat Ooredoo. The alleged reason people are loyal to Indosat Ooredoo is because the quality of the Indosat Ooredoo network in Purwokerto is quite stable, the choice of flexible sales packages that can adjust the needs and budget of consumers, having a positive experience with Indosat Ooredoo. So that Indosat Ooredoo must improve their brand image in order to increase loyalty to Indosat Ooredoo customers. The results of this study are supported by the results of research by Ramadhani & Nurhadi (2022) which states that brand image has no effect and is not significant to customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The research findings show that Indosat Ooredoo customer loyalty to Indosat Ooredoo is positively and significantly related to price. Customer loyalty to Indosat Ooredoo is not influenced and not significant by promotion. Brand image has no effect and is not significant on Indosat Ooredoo customer loyalty, this suggests that Purwokerto people's loyalty to Indosat Ooredoo will grow in proportion to their assessment of price. To increase customer loyalty, Indosat Ooredoo's promotion and brand image must be improved.

ADVANCED RESEARCH

For future research, researchers suggest adding or replacing independent variables such as product quality, trust or customer satisfaction that can affect customer loyalty. Consider selecting new and different places to generate a broader perspective.

REFERENCES

- Ahdiat, A. (2023, June 23). *Operator Seluler yang Digunakan Responden (Januari 2023)*. Retrieved from Databoks.katadata.co.id: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/e4e2fb7609009e8/ini-operator-seluler-dengan-pengguna-terbanyak-di-indonesia-awal-2023>
- Algifari, M. (2021). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Layanan Jasa Go-Ride Gojek (Studi Kasus Pada Pelanggan Jasa Transportasi Online Kota Cilegon).

- Astianita, A. D., & Lusiana, A. (2022). Pengaruh kualitas layanan, citra merek, Word of Mouth dan promosi terhadap loyalitas pelanggan. *Jurnal Indonesia Sosial Teknologi*, 3(03), 370-380.
- Farisi, S., & Siregar, QR (2020). Pengaruh Harga Dan Promosi Terhadap Loyalitas Pelanggan Pengguna Jasa Transportasi Online Di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3 (1), 148-159.
- Ghozali (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (Ahdiat, 2023)
- Insani, N. A., & Madiawati, P. N. (2020). Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Loyalitas Pelanggan GoFood di Kota Bandung. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(3), 112-122.
- Jaya, U. A., & Pangdugi, G. A. (2022). Pengaruh Peralihan Biaya Dan Promosi Terhadap Loyalitas Pelanggan Indosat Di Sukabumi. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan*, 2(1), 234-244. <https://doi.org/10.46306/vls.v2i1.94>
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of travel research*, 59(1), 69-89.
- M. Anang Firmansyah (2019). Pemasaran Produk dan Merek (Planning & Strategy). Penerbit QIARA MEDIA
- Meethiana Indrasari (2019). Pemasaran dan Kepuasan Pelanggan.
- Nababan, T. M., & Alamanda, G. (2023, February). Pengaruh Kualitas Produk, Harga, Citra Merek dan Kepuasan Konsumen Kartu Telkomsel Terhadap Loyalitas Pada Mahasiswa Jurusan Manajemen Universitas Labuhanbatu. In *Unikal National Conference* (pp. 901-912).
- Permono, V. R., & Pasharibu, Y. (2021). Terhadap Loyalitas Pelanggan Pada Pizza Hut. *Jimek : Jurnal Ilmiah Mahasiswa Ekonomi, Volume 04*, 47-61.
- Priansa, Donni Juni. (2017). Perilaku Konsumen. Penerbit Alfabeta
- Purba, P. Y., Sitorus, M. M., Chandra, M., & Limbong, R. B. R. M. (2020). The Influence of Product Quality, Promotion, and Customer Satisfaction on Consumer Loyalty at PT Divo Kreasi Indonesia: The Influence of Product Quality, Promotion, and Customer Satisfaction on Consumer Loyalty at PT Divo Kreasi Indonesia. *Jurnal Mantik*, 4(2), 1267-1271.
- Putri, Y. M., Utomo, H., & Mar'ati, F. S. (2021). Pengaruh Kualitas Pelayanan, Lokasi, Harga Dan Digital Marketing Terhadap Loyalitas Konsumen Di Grand Wahid Hotel Salatiga. *Among Makarti*, 14(1).
- Ramadhan, R., Alfansi, L., & Anggarawati, S. (2021). Analisis Faktor-Faktor Yang Memengaruhi Loyalitas Pelanggan Indosat Ooredoo Pada Mahasiswa Universitas Bengkulu. *The Manager Review*, 3(2), 147-172. <https://doi.org/10.33369/tmr.v3i2.19711>
- Ramadhani, M., & Nurhadi, N. (2022, March). Pengaruh Citra Merek, Kepuasan Konsumen Dan Kepercayaan Terhadap Loyalitas Pelanggan Air Mineral Merek Aqua. In *FORBISWIRA FORUM BISNIS DAN KEWIRAUSAHAAN* (Vol. 11, No. 2, pp. 200-214).
- Ramdaniah, S., Mintarti, S., & Nadir, M. (2022). Pengaruh Kualitas Pelayanan Dan Promosi Serta Kepuasan Terhadap Loyalitas Konsumen (Studi Pada

- Jamaah Umroh PT. Arrehlah Wisata Samarinda). *Jurnal Ekonomi Syariah Mulawarman (JESM)*, 1(3), 161-176.
- Sugiyono (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Penerbit Alfabeta.
- Suliyanto (2018). *Metode Penelitian Bisnis*. Penerbit ANDI OFFSET (Anggota IKAPI)
- Sutra, A. (2021). Pengaruh, Harga dan Kualitas Produk Terhadap Loyalitas Konsumen Pada Pengguna Kartu Telkomsel (Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Bengkulu). (*JEMS) Jurnal Entrepreneur dan Manajemen Sains*, 2(2), 209-226. <https://doi.org/10.36085/jems.v2i2.1559>
- Triandewo, M. A., & Yustine, Y. (2020). Pengaruh Kualitas Layanan, Citra Perusahaan Dan Kepercayaan Pada Loyalitas Konsumen. *Jurnal Bisnis dan Akuntansi*, 22(1), 13-24. <https://doi.org/10.34208/jba.v22i1.743>
- Tulloch, I., & Utama, HB (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Loyalitas Pelanggan Distro Bloods Solo. *Kelola*, 7 (2), 211-222.
- Umban Adi Jaya, Santun Insan Bagja, & Bambang Somantri. (2020). Pengaruh Price dan Product Quality Terhadap Costumer Loyalty Internet Indosat Ooredoo di Sukabumi. *Cakrawala Repositori IMWI*, 3(1), 33-42. <https://doi.org/10.52851/cakrawala.v3i1.38>
- Wahyuni, I., & Pramitasari, TD (2022). Pengaruh Kualitas Pelayanan, Harga Dan Kepercayaan Jasa Pengiriman Dll Terhadap Loyalitas Konsumen Shopee Online. *Pertumbuhan*, 20 (1), 37-51.
- Widyana, S. F., & Simangunsong, R. (2021). Pengaruh Citra Merek Terhadap Loyalitas Pelanggan (Studi Pada Teh Pucuk Harum). *Pro Mark*, 11(2).
- Widnyani, N. M., Rettobjaan, V. C., & Aristayudha, A. N. B. (2020). Pengaruh Harga, Promosi Dan Inovasi Terhadap Loyalitas Pelanggan Gojek (Studi Kasus Pada Universitas Bali Internasional). *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(2), 75-92.