THE INFLUENCE OF BRAND, PRICE AND PROMOTION ON PRIME CARD PURCHASE SATISFACTION SIMPATI IN UNIVERSITY STUDENTS BHAYANGKARA BEKASI BAZAAR 2015

1st **Ilham Fadillah,** 2nd **Lina Noersanti S,Si M,Si**
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Jl. Raya Jatibening Rt 001/01 No.66
Gang H.Abud Bekasi 17412
ilhaamfadillah@gmail.com , lina_noersanti@stei.ac.id

Abstract - This study aims to determine how the influence between brand, price and promotion variables on purchase satisfaction. The population in this study were students who used sympathy prime card products.

The types of data used in this study are primary and secondary data. Methods of data collection using a questionnaire or statement in the questionnaire. In the study the sample used was purposive sampling. The sample taken in this study were 152 respondents. The analytical tool used in this research is to use, validity and reliability test, classical assumption test analysis, regression analysis through hypothesis testing such as t test and f test, coefficient of determination (R^2).

The results of this study indicate that brand, price and promotion variables on purchase satisfaction each have an effect on purchase satisfaction and it is stated that brand, price and promotion variables are stated to affect the satisfaction of purchasing sympathy starter packs simultaneously or together.

Keywords: Brand, Price, Promotion and Purchase Satisfaction

*Abstrak–*Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh antara variabel merek, harga dan promosi terhadap kepuasan pembelian. Populasi dalam penelitian ini adalah mahasiswa yang menggunakan produk kartu perdana simpati.

Jenis data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Metode pengumpulan data menggunakan angket atau pernyataan didalam kuisioner. Dalam penelitian sampel yang digunakan adalah purposive sampling. Sampel yang diambil dalam penelitian ini adalah 152 responden. Alat analisis yang digunakan dalam penelitian ini adalah menggunakan, uji validitas dan reliabilitas, analisis uji asumsi klasik, analisis regresi melalui uji hipotesis seperti uji t dan uji f, koefisien determinasi (R^2).

Hasil penelitian ini menunjukkan bahwa variabel merek, harga dan promosi terhadap kepuasan pembelian masing-masing berpengaruh terhadap kepuasan pembelian dan dinyatakan bahwa variabel merek, harga dan promosi dinyatakan berpengaruh terhadap kepuasan pembelian kartu perdana simpati secara simultan atau bersama-sama

Kata kunci : **Merek, Harga, Promosi dan Kepuasan Pembelian**

I. PRELIMINARY

In the era of globalization and a growing era, communication and social flows are increasingly needed. Increasingly advanced technology also supports the development of the telecommunications world in Indonesia, starting from, telephone, sms, and the internet. The more advanced the technology and communication tools used to communicate, the more sophisticated it must be. Increasingly sophisticated communication tools also require a quality SIM card ..

Inspired by PT. Telekomunikasi Indonesia, has a quality starter card and is ready to meet the needs of consumers who use it. The Simpati starter pack is one of the prime cards owned by Telkomsel that uses the GSM (Global System Mobile Communication) network. The author believes that a trusted provider to meet the needs of communication and increasingly rapid social development, as well as information that is increasingly developing, Simpati starter packs can best meet consumer needs.

Telkomsel is one of the telecommunications companies in Indonesia that also issues cards (starter packs and refill vouchers) in Indonesia, one of which is called sympathy. Even sympathy starter packs are sold at very affordable prices, because there are still cards from competing companies. Telkomsel has been named as the telecommunication operator with the best mobile internet performance throughout 2017. At least that is according to the latest report entitled "Barometer of mobile internet connections in Indonesia, which was issued by the npref speed test application. The report is based on tests carried out from 1 January to 31 December 2017. In total there were 485,455 tests conducted on the performance of six operators, namely Telkomsel, Indosat Ooredoo, XL, Smartfren, Hutchison Tri, and Blot. There are several indicators tested, pointing to the daily usage of modern society. Some of them include download and upload speed, latency, browsing quality, and streaming quality. For average download speed, Telkomsel doniman at 10.64 Mbps. The second position is occupied by Smartfren (9.60Mbps), then followed by Blots (8.87 Mbps). XL Axiata occupies the fourth position with far-flung performance, which is only 4.35 Mbps. The fifth position is occupied by Hutchison Tri (2.96 Mbps) and finally Indosat Ooredoo (2.68 Mbps). The average upload speed is still led by Telkomsel, reaching 7.91 Mbps, other operators in the 2 Mbps range, some even 1 Mbps. Based on the description above, the researcher is interested in conducting research with the title "BRAND EFFECT,

1.1. Formulation of the problem

Based on the description of the background above, the problems to be discussed are:

1. Is there a partial influence of the brand on the satisfaction of purchasing the sympathy starter pack in the students of the 2015 Bhayangkara University Bekasi class?
2. Is there a partial effect of price on the satisfaction of purchasing the sympathy starter pack in the students of the University of Bhayangkara Bekasi class of 2015?
3. Is there a partial effect of promotion on the satisfaction of purchasing a sympathy starter pack for students of the 2015 class of Bhayangkara University Bekasi?
4. Is there a simultaneous influence of brand, price and promotion on the satisfaction of purchasing a sympathy starter pack for students of the 2015 class of Bekasi Bhayangkara University?

1.2. Research purposes

Based on the formulation of the problem above, the purpose of this study is

1. To determine the effect of the brand partially on the satisfaction of purchasing the sympathy starter pack in the students of the 2015 Bhayangkara University Bekasi class?

2. To determine the effect of price partially on the satisfaction of purchasing the sympathy starter pack in the students of the University of Bhayangkara Bekasi class of 2015?
3. To find out the effect of promotion partially on the satisfaction of purchasing the sympathy starter pack in the students of Universitas Bhayangkara Bekasi class of 2015?
4. To find out the effect of brand, price and promotion simultaneously on the satisfaction of purchasing a sympathy starter pack in students of the University of Bhayangkara Bekasi class of 2015?

II.   LITERATURE REVIEW
2.1.   Brand

Brand is the name, term, sign, symbol or design of the product or service or the overall combination intended to identify the goods and services of a person or group of sellers and to differentiate from competitors' products. Brands also leave images and experiences in the minds of consumers regarding the benefits of products produced by the company. A product can be distinguished from other products in terms of brand. Brands indirectly help sellers in controlling the market, because buyers don't have to bother to distinguish between one product and another

2.2.   Price

In order to gain access in marketing a good or service, each company must apply the price appropriately. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements cause costs or expenses. Price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. Price is a form of monetary cost that is sacrificed by consumers to obtain, own, take advantage of a number of combinations of goods and services from a product. For a company pricing is a way of differentiating its offering from its competitors, price is one of the most flexible elements of the marketing mix.

Price is the only element of the marketing mix that provides income or income for the company

2.3.   Promotion

According to (Djaslim, 2010, p. 195), Promotion is one of the various incentives. Mostly for the short term, they are designed to stimulate faster / stronger purchase of a particular product by consumers or traders

2.4.   Purchase Satisfaction

According to (Kotler & Armstrong, Principles of Marketing, 2015, p. 179) Purchase satisfaction is an individual activity that is directly involved in taking satisfaction to make purchases of products offered by the seller

2.5.   Definition of Marketing

According to (Kotler, Marketing Management, 2008)Marketing is a social process in which individuals or groups get what they need and want by creating, offering, and freely exchanging products of value from other parties. Marketing is not merely an activity of selling products and services, but in marketing there must be good cooperation between divisions in order to achieve effective marketing

2.6.   Framework

Based on the preparation of the literature review proposed in this study, a research model is made that attitudes are influenced by Brand and Promotion variables so that it has implications for purchasing satisfaction as in the model below:

Figure 2.1

conceptual framework
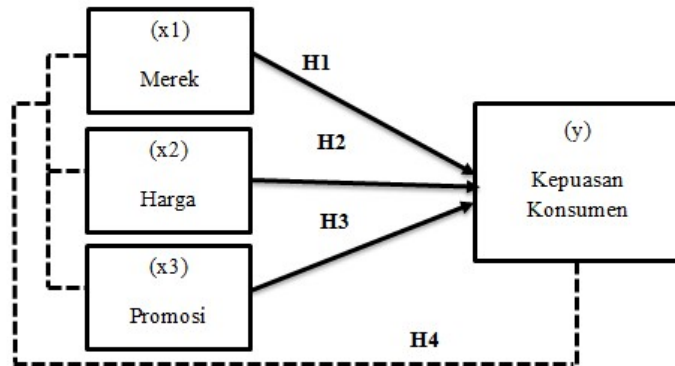
Based on the description above, the research hypotheses developed in this study are:

H1:   Brand is thought to have an effect on card consumer satisfaction Sympathy.

H2:   Price is thought to have an effect on card consumer satisfaction Sympathy.

H3:   Promotion is thought to have an effect on card consumer satisfaction Sympathy.

H4:   Brand, price and promotion are thought to have an effect on satisfaction Simpati 4G LTE SIM card consumers.

III.   RESEARCH METHOD

3.1. Research Strategy

The research method used in this research is quantitative research. The strategy in this type of research basically uses a verification approach. According to Sugiyono (2016: 18), this approach strategy departs from a theoretical framework, the ideas of experts, as well as the understanding of researchers based on their experience, then it is developed into problems and solutions that are proposed to obtain justification (verification) or an assessment in the form of empirical data support. in the field. The research strategy was carried out on certain samples and populations with the aim of testing hypotheses that were thought to have a significant effect. Based on the above understanding, it can be explained the reasons for choosing a verification method strategy because it aims to describe whether or not the suspected facts are true,

3.2.   Population and Research Sample

The object of this scientific research is the sympathy starter pack produced by PT. Telekomunikasi Indonesia, has a quality starter card and is ready to meet the needs of consumers who use it. The Simpati starter pack is one of the prime cards owned by Telkomsel that uses the GSM (Global System Mobile Communication) network. Established In 1993 PT Telkom started to explore GSM wireless technology, in the following year, in 1994 PT Satelit Palapa Indonesia was the first GSM network operator in Indonesia to issue a Simpati SIM card.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw

conclusions (Sugiyono, 2011: 80). The target population in this study is 2015 Bhayangkara University Bekasi students who use sympathy prime cards and are willing to fill out questionnaires distributed by researchers.

The sample is a subset of the population, consisting of several members of the population. This subset was taken because in most cases it was not possible to study all members of the population. To determine the minimum sample required if the population size is known, the Slovin formula is used(Umar, 2003) as follows:

$$n = \frac{N}{1+N(e)^2}$$

n = Sample size
N = Population size
e = Tolerable sampling error

The sample in this study were students of Bhayangkara Bekasi FacultyEconomics majoring in management in the year 2016 data obtained from the campus regarding the number of students as many as 244 who are still active. With the Slovin formula, the following results are obtained:

$$n = \frac{N}{1+N(e)^2}$$
$$n = \frac{244}{1+244(0,05)^2}$$
$$n = 151{,}552 \text{ rounded to } 152$$

Then the author will take the number of respondents as many as 152 respondents.
Of the 152 questionnaires that the author distributed, 152 returned to the respondents.

3.3 Operationalization of Variables
3.3.1. Operational Definition of Variables

Now and Bougie (2013: 115) argue that a variable is anything that can differentiate or bring variation to value. Values can be different at different times for the same object or person, or at the same time for different objects or people.

Variable operationalization is an attribute or nature or value of people, objects or activities that have certain variations that are determined by researchers to study and draw conclusions (Sugiyono, 2013: 223). In this study, there are independent variables and dependent variables.

1. Independent variable (Independent Variable) The independent variable is a variable that affects the emergence or change of the dependent variable. The independent variables used in this study are Brand, Price, Promotion on customer satisfaction.

2. Dependent Variable The dependent variable is the variable that is influenced by the presence of the independent variable. The dependent variable used in this study is customer satisfaction.

   Stating that there are 4 variables that are operationalized, namely brand (X1), price (X2), promotion (X3) and customer satisfaction (Y).

   a. Brand

      The brand in this study is the customer's perception of the brand that is offered to the internal customer purchase of sympathy starter packs for students of Bhayangkara Bekasi University class of 2015

   b. Price

The price in this study is the customer's perception of the costs incurred by the customer in purchasing sympathy starter packs to students of the Bhayangkara Bekasi University class of 2015.

c. Promotion

The promotion in this study is the customer's perception of the promotions offered in purchasing sympathy prime cards to students of Universitas Bhayangkara Bekasi class of 2015.

d. Purchase satisfaction

Purchase satisfaction in this study is a positive attitude of a customer towards a product, the customer has a strong desire to repurchase the same product now and in the future.

The variables that are measured and described in several indicators and each indicator has a sub indicator. This sub-indicator will be used as a basis for arranging instrument items in the form of statements in the questionnaire. The indicators used in this study can be seen in the following table.

3.3.2. Variable Operational Table

The table below provides an overview of the variables, indicators for each research variable.

Table 3.2
Operationalization of Variables

No.	Variable	Indicator
1.	Brand (X1) Source: Kotler and Keller (2012: 347)	a. the advantages of brand association b. the power of brand association c. the uniqueness of the brand association
2.	Price (X2) Source: Kotler and Armstrong translation of Sabran (2012: 52)	a. Affordability of prices b. Price compatibility with product quality c. Price competitiveness d. Price match with benefits
3.	Promotion (X3) Source: Kotler & Keller, 2016.	a. Advertising (Advertising) b. Personal Selling c. Publicity (Publicity) d. Sales Promotion
4.	Purchase satisfaction (Y) Source: Tjiptono (2014)	a. Hope Match b. Appropriateness of Interest Returning c. Willingness to Recommend

From the variable operational data used in the table above, to determine the measurement of each variable item using a Likert scale, the answers of each instrument item will be given a scale of 1 to 4. For a score "4 = Strongly agree (SS)", " 3 = Agree (ST) "," 2 = Disagree (TS) "," 1 = Strongly Disagree (STS) ".

3.4. Research Instrument Test

3.4.1. Validity test

The validity test is a test of the accuracy and accuracy of an instrument in measuring what you want to measure. Valid means that the data obtained through a questionnaire can answer the objectives of this study. The research instrument is a statement that is arranged based on the variables and indicators, in this respondent can provide a perception of a statement that has been spread by the researcher. Sugiyono (2016: 75) states that the formula used to test the validity of this instrument is correlation*Pearson Product Moment*, which is formulated as follows:

$$r = \frac{n\left(\sum XY\right) - \left(\sum X\right)\left(\sum Y\right)}{\sqrt{\left[n\sum X^2 - \left(\sum X\right)^2\right]\left[n\sum Y^2 - \left(\sum Y\right)^2\right]}}$$

Information :

r	= Correlation coefficient
n	= Number of samples (respondents)
X	= Item score obtained by subjects from all items
Y	= Total item score obtained from all items

Thus based on the results of r compared to the value of r table with degrees of freedom (n-2). If the value of r count> r is critical (0.30), it means that the statement is said to be valid and accurate. Test the validity of the questionnaire in this study using program assistance*Statistical Product and Service Solution* (SPSS).

3.4.2. Reliability Test

Reliability test is a test to collect data whether the research questionnaire that will be used for collecting research variables is reliable or not. The questionnaire is said to be reliable if the questionnaire is re-measured the results will remain stable or consistent. Reliability test shows an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good (Sunyoto, 2016: 70). Saying that a good instrument will not be tendentious in directing respondents to choose certain answers, if the data is true according to the reality, then no matter how many times it is taken, it will still be the same (Sunyoto, 2016: 70). According to Sugianto (2016: 90).*Crombach's Alpha*. The research instrument can be said to be reliable if the reliability of the instrument is 0.6 or more, therefore the reliability data in this study is based on the Crombach's Alpha value.

3.5. Multiple Linear Regression Analysis Test

According to Latan (2014), multiple linear regression (*multiple linear regression*) is an extension of the previous simple linear regression where there is one variable response (dependent) with more than one variable. In other words, multiple linear regression analysis is used to determine the effect of two or more independent variables (X) on the dependent variable (Y).

The formula:

$$Y = a + b1.X1 + b2.X2 + b3.X3 + e$$

Information:

Y	= Purchase Satisfaction
X_1	= Brand
X_2	= Price
X_3	= Promotion

a   = Constant
b   = Regression coefficient
e   = Annoying *(error)*

3.6 Data analysis method

3.6.1. Analysis of the coefficient of determination

According to Ghozali (2016: 55). Saying that the coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The small value of R^2 means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. In order to measure the influence of the independent variable on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

1. Partial determination between X1 to Y (X2, X3 constant)
   KDY1.23 = rYX1.232X 100%
2. Partial determination between X2 against Y (X1, X2 constant)
   KDY2.13 = rYX2.132X 100%
3. Partial determination between X3 against Y (X1, X2 constant)
   KDY3.12 = rYX3.122X 100%
4. Multiple determinations between X1, X2 and X3 against Y
   KDY123 = rY1232X 100%

3.6.2. Hypothesis test

In statistical hypothesis testing, there is no hypothesis testing on KD. Therefore, in this case the hypothesis testing is carried out on the correlation coefficient (p) which is the main element in forming KD.

1. Partial testing
   a. Brand (X1) on purchase satisfaction (Y)
      Ho: $\rho_{y1.23} = 0$ (partially brand has no significant effect on purchase satisfaction).
      Ha: $\rho_{y1.23} \neq 0$ (partially the brand has a significant effect on purchase satisfaction).
   b. Price (X2) to purchase satisfaction (Y)
      Ho: $\rho_{y2.13} = 0$ (partially the price does not have a significant effect on purchase satisfaction).
      Ha: $\rho_{y2.13} \neq 0$ (partially the price has a significant effect on purchase satisfaction).
   c. Promotion (X3) on purchase satisfaction (Y)
      Ho: $\rho_{y3.12} = 0$ (partially promotion has no significant effect on purchase satisfaction).
      Ha: $\rho_{y3.12} \neq 0$ (partially promotion has a significant effect on purchase satisfaction).
   To make a conclusion, the value of significance t is compared with the real level a (5% = 0.05) with the following criteria:
   Ho is rejected, if significance t <a, and Ha is accepted
   Ho is rejected, if significance t ≥ a, and Ha is rejected

2. Simultaneous hypothesis testing
   Ho: $\rho_{y123} = 0$ Simultaneously there is no significant influence between brand, price, promotion on purchase satisfaction

Ha: $\rho_{y123 \neq} 0$ simultaneously there is a significant influence between brand, price, promotion on purchase satisfaction.

Ho is rejected, if *significance* F <a, and Ha are accepted

Ho accepted, if *significance* F ≥ a, and Ha is rejected

If the results of hypothesis testing are partially goodal and silmutan concluded

Ho is rejected so that Ha is accepted, meaning that the value of KD (coefficient of determination) can be used to explain the effect of the independent variable (free) on the dependent variable (bound).

IV.   RESULTS AND DISCUSSION

4.1.   Description of Research Object

The object of this scientific research is the sympathy starter pack produced by PT. Telekomunikasi Indonesia, has a quality starter card and is ready to meet the needs of consumers who use it. The Simpati starter pack is one of the prime cards owned by Telkomsel that uses the GSM (Global System Mobile Communication) network. Established In 1993 PT Telkom started to explore GSM wireless technology, in the following year, in 1994 PT Satelit Palapa Indonesia was the first GSM network operator in Indonesia to issue a Simpati SIM card.

4.2.   Respondent Description

Respondents in this study are 2015 Bhayangkara University Bekasi student who uses a sympathy SIM card. In this study, 152 respondents used to complete the data, and the characteristics of the respondents in this study were gender, age, latest education, income and occupation.

Table 4.1
Respondent data based on gender

NO	Gender	total	Percentage
1	Women	93	61.2%
2	Male	59	38.8%
	total	152	100%

Source: Questionnaire, data processed 2020

Table 4.2
Respondent data of respondents based on age

NO	Age	total	Percentage
1	18-24 years	84	55.3%
2	25 - 35 years	68	44.7%
3	36 - 45 years	-	0%
4	> 46 years	-	0%
	total	152	100%

Source: Questionnaire, data processed 2020

Table 4.3
Respondent Data based on Latest Education

NO	Last education	total	Percentage
1	SMA / SMK and equivalent	106	69.7%
2	D1 / D2 / D3	46	30.3%
3	S1 / S2	-	0%
	total	152	100%

Source: Questionnaire, data processed 2020

Table 4.4
Respondent Data Based on Income (Income)

NO	Income	total	Percentage
1	$3 \leq 5$ million	127	83.5%
2	$5 \leq 8$ million	25	16.4%
3	$8 \leq 10$ million	-	0%
4	≥ 10 million	-	0%
	total	**152**	100%

Source: Questionnaire, data processed 2020

Table 4.5
Respondent Data Based on Type of Work

NO	Gender	total	Percentage
1	General employees	108	71.0%
2	Civil servants	2	1.3%
3	Entrepreneur	17	11.1%
4	Other professionals	25	16.4%
	total	**152**	100%

Source: Questionnaire, data processed 2020

4.3. Instrument Test Results
4.3.1. Validity test

Validity test by comparing the calculated r value in the Corrected Item-Total Correction column in the Item-Total Statistics table with the value in the r table.

If the calculated r value> r table value, the statement is declared valid and the calculated r value <r table value is declared invalid. The value of r table is at a significant level of 0.05 ($\alpha = 5\%$) with a 2-sided test and the number of data (n) is 152 with degrees of freedom (df = n-2) (152-2) = 150 of 0.1593.

a) If rcount is positive and rcount> rtable then the item is valid.
b) If rcount is not positive and rcount <rtable then the item is invalid.

The following is a table of results from the validity test:

Table 4.6
Validity Test Results

Variable	Statement	r count	r table	Information
Brand (X1)	M1	0.380	0.1593	Valid
	M2	0.337	0.1593	Valid
	M3	0.500	0.1593	Valid
Price (X2)	H1	0.456	0.1593	Valid
	H2	0.519	0.1593	Valid
	H3	0.490	0.1593	Valid
	H4	0.534	0.1593	Valid
Promotion (X3)	P1	0.518	0.1593	Valid
	P2	0.579	0.1593	Valid
	P3	0.510	0.1593	Valid
	P4	0.528	0.1593	Valid
	Y.1	0.519	0.1593	Valid
	Y.2	0.533	0.1593	Valid

Variable	Statement	r count	r table	Information
Purchase Satisfaction (Y)	Y.3	0.562	0.1593	Valid

Source: Processed using spss v23, year 2020

Based on Table 4.6, the Validity Test Results of 14 statements consisting of 3 statements on the Brand variable, 4 statements on the Price variable, 4 on the Promotion variable, and 3 statements on the Purchasing Satisfaction variable obtained r_{count} positive and rcount> rtable. It can be concluded that the 14 points of the statement are valid.

4.3.2. Reliability Test

Reliability is an index that shows the extent to which a measuring device can be trusted or reliable.The value of an instrument is said to be reliable if it is a value *Cronbach Alpha* $(\alpha) \geq 0.6$ and vice versa. Reliability test results can be seen in table 4.9, as follows:

Table 4.9
Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
0.852	14

Source: Output SPSS 22.0, 2020

Based on table 4.9 above, with a total of 14 statements and a Cronbach's Alpha value of 0.852, which means greater than 0.60. So the statements submitted in the questionnaire are reliable. Because the result of r count is greater than 0.60, from 14 statements consisting of variables

4.4. Results of Data Processing Test Coefficient of Determination
4.4.1. Partial Determination Coefficient

The t test is used to determine whether the independent variable has a partial or not significant effect on the dependent variable, namely purchase satisfaction. The test uses the following criteria:

1. Significant level (α = 0.05).
2. If t-count> t-table then Ho is rejected and Ha is accepted.
3. If t-count <t-table then Ho is accepted and Ha is rejected.

Table 4.7
Brand Correlation with Purchase Satisfaction

Correlations

		Brand	Purchase Satisfaction
Brand	Pearson Correlation	1	, 548 **
	Sig. (2-tailed)		, 000
	N	152	152
Purchase Satisfaction	Pearson Correlation	, 548 **	1
	Sig. (2-tailed)	, 000	
	N	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

Source: The results of data processing using SPSS v.23

Based on the above results, the partial correlation coefficient between the brand variable and the purchase satisfaction variable is 0.548. The coefficient of determination can be calculated as follows:

$$KD1 = r_{yx1\,2}x100\%$$
$$= 0.548^2 \times 100\%$$
$$= 30.03\%$$

The coefficient of determination in the Brand variable on purchase satisfaction is 30.03%. It can be concluded that the influence of the brand variable on purchase satisfaction is 30.03% and 69.97% is influenced by other variables not examined in this study.

Table 4.8
Price correlation with purchase satisfaction

Correlations

		Price	Purchase Satisfaction
Price	Pearson Correlation	1	, 694 **
	Sig. (2-tailed)		, 000
	N	152	152
Purchase Satisfaction	Pearson Correlation	, 694 **	1
	Sig. (2-tailed)	, 000	
	N	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

Source: The results of data processing using SPSS v.23

Based on the above results, the partial correlation coefficient between the price variable and the purchase satisfaction variable is 0.694. The coefficient of determination can be calculated as follows:

$$KD2 = r_{yx2\,2}x100\%$$
$$= 0.694^2 \times 100\%$$
$$= 48.16\%$$

The coefficient of determination on the price variable on purchase satisfaction is 48.16%. It can be concluded that the effect of the price variable on purchasing satisfaction is 48.16% and 51.84% is influenced by other variables not examined in this study.

Table 4.9
Promotion correlation with purchase satisfaction

Correlations

		Promotion	Purchase Satisfaction
Promotion	Pearson Correlation	1	, 708 **
	Sig. (2-tailed)		, 000
	N	152	152
Purchase Satisfaction	Pearson Correlation	, 708 **	1
	Sig. (2-tailed)	, 000	
	N	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).
Source: The results of data processing using SPSS v.23

Based on the above results, the partial correlation coefficient between the brand image variable and the purchase satisfaction variable is 0.708. The coefficient of determination can be calculated as follows:

KD3   = $_{ryx3\ 2x100}$%
        = 0.708^2 x 100%
        = 50.26%

The coefficient of determination on the brand image variable on purchase satisfaction was 50.26%. It can be concluded that the effect of the brand image variable on purchase satisfaction is 50.26% and 49.74% is influenced by other variables not examined in this study.

4.4.2. Simultaneous Determination Coefficient

The F test basically shows whether all independent variables have a joint or simultaneous influence on the dependent variable. The test uses the following criteria:
1. If the significant value <0.05 then each independent variable jointly has an influence on the dependent variable.
2. If the significant value is> 0.05, then each independent variable jointly has no influence on the dependent variable.

Table 4.10
Results of the Simultaneous Determination Coefficient between variables X1, X2 and X3 with variable Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 786a	, 617	, 609	1,008

a. Predictors: (Constant), Promotion, Brand, Price

a. Predictors: (Constant), brands, prices, promotions
b. Dependent Variable: purchase satisfaction
Source: The results of data processing using SPSS v.23

Based on the results of the table above, it can be obtained the simultaneous coefficient of determination between X1, X2, X3 for variable Y of 0.786, with the coefficient of determination of X1, X2, X3 on variable Y getting a result of 60.9%

Then the coefficient of determination between the influence of the variable brand, price, and promotion together on purchasing satisfaction is 60.9%. It can be concluded that the influence of brand, price, promotion variables on purchasing satisfaction is 60.9% and the remaining 30.1% is influenced by other variables.

4.4.3. Test Partial (Test - t)

The t test is used to determine whether partially the independent variables, namely Brand, Price and Promotion have a significant or not effect on the dependent variable, namely Purchase Satisfaction. The test uses a 2-way test with a significance level of 0.05

Table 4.17
T test result (partial)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.793	0.554		1,431	0.154
	Brand	0.182	0.059	0.186	**3,078**	**0.002**
	Price	0.253	0.053	0.338	**4,776**	**0,000**
	Promotion	0.307	0.054	0.396	**5,719**	**0,000**

a. Dependent Variable: Purchase Satisfaction

Source: the data is processed by the author using SPSS v.22

To see whether there is an effect of Brand, Price and Promotion on Satisfaction Purchase of sympathy starter packs in students of Universitas Bhayangkara Bekasi class of 2015 was carried out using the following hypothesis testing:

1. **Testing of Brand Variables**
   a. Hypothesis
      Brand (X1) on purchase satisfaction (Y)
      Ho: $\rho_{y1.23} = 0$ (partially brand has no significant effect on purchase satisfaction).

      Ha: $\rho_{y1.23} \neq 0$ (Partially brand has a significant effect on purchase satisfaction).
   b. t count 3.078 and significance = 0.002
   c. Define t Table
      The level of significance is 0.05
      Degrees of freedom (df) = n - K - 1 = 152-3-1 = 148
      The result of t table is 1.97612
   d. Testing Criteria:
      tcount <t table = Ho is accepted, Ha is rejected
      tcount> t table = Ho is rejected, Ha is accepted
   e. Decision
      The t value for the Brand variable is 3.078 and the t table value is 1.97612. The significance value is 0.002. Means the value of t count> t table (3,078> 1.97612) and the significance value is smaller than the significance level (0.002 <0.05) so Ho is rejected, Ha is accepted.
   f. Conclusion
      There is a partial influence of Brand on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.
2. **Price Variable Testing**
   a. Hypothesis
      Price (X2) to purchase satisfaction (Y)
      Ho: $\rho_{y2.13} = 0$ (partially the price does not have a significant effect on purchase satisfaction).

      Ha: $\rho_{y2.13} \neq 0$ (Partially the price has a significant effect on purchase satisfaction).
   b. Define t Table
      The level of significance is 0.05
      Degrees of freedom (df) = n - K - 1 = 152-3-1 = 148
      The result of t table is 1.97612
      Testing Criteria:
      tcount <t table = Ho is accepted, Ha is rejected
      tcount> t table = Ho is rejected, Ha is accepted

c. Decision

The t value for the price variable is 4.776 and the t table value is 1.97612 The significance value is 0.000. It means that the t value> t table (4,776> 1.97612) and the significance value is smaller than the significance level (0.000 <0.05) so Ho is rejected, Ha is accepted.

d. Conclusion

There is a partial price effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.

3. **Promotion Variable Testing**

a. Hypothesis

Promotion (X3) on purchase satisfaction (Y)

Ho: $\rho_{y3.12} = 0$ (partially promotion has no significant effect on purchase satisfaction).

Ha: $\rho_{y3.12} \neq 0$ (Partially promotion has a significant effect on purchase satisfaction).

b. t count 5,719 and the significance = 0,000

c. Define t Table

The level of significance is 0.05

Degrees of freedom (df) = n - K - 1 = 152-3-1 = 148

The result of t table is 1.97612

d. Testing Criteria:

tcount <t table = Ho is accepted, Ha is rejected

tcount> t table = Ho is rejected, Ha is accepted

e. Decision

The t value for the Promotion variable is 5.719 and the t table value is 1.97612 The significance value is 0.000, which means that the t value> t table (5,719> 1.97612) and the significance value is more small rather than the significance level (0.000 <0.05) then Ho is rejected, Ha is accepted.

f. Conclusion

There is a partial promotion effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.

4.4.4. Simultaneous F Test

Dependent variable (dependent variable) Purchasing Satisfaction (Y) in this study was tested for correctness using the simultaneous F test. This test is carried out by looking at the level of significance, if the resulting significance level of the calculation is below 0.05 then Ho is rejected, on the contrary, if the significance level generated from the calculation is greater than 0.05 then Ho is accepted. From the analysis obtained the results.

Table 4.18
F Test Result (Simultaneous)

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	242,477	3	80,826	**79,502**	**0.000a**
	Residual	150,464	148	1,017		
	Total	392,941	151			

a. Predictors: (Constant), Promotion, Brand, Price
b. Dependent Variable: Purchase Satisfaction

Based on table 4:14, the results to be tested are as follows:

1. Hypothesis

Ho: $\rho_{y123} = 0$ Simultaneously there is no significant influence between brand, price, promotion on purchase satisfaction.

Ha: $\rho_{y123} \neq 0$ Simultaneously there is a significant influence between brand, price, promotion on purchase satisfaction.

Ha 1 = There is an influence between Brand, Price and Promotion on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.

Ho 1 = There is no influence between Brand, Price and Promotion on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.

F count = 79,502 and significance = 0.000

2. Determine the F table:
   The level / level of significance = 0.05
   df1 = k -1 = 3 - 1 = 2
   df2 = n - k = 152 -3 = 149
   The result of the F table is 2.67

3. Testing Criteria:
   F count <F table = Ho is accepted, Ha is rejected
   F count> F table = Ho is rejected, Ha is accepted

4. Decision
   The calculated F value is 79,502 and The F table value is 2.67. The significance value is 0.000. Means the value of F count> F table (79,502> 0,000) and the significance value is smaller than the significance level (0,000 <0.05) so Ho is rejected, Ha is accepted.

5. Conclusion
   Brands, Prices and Promotions simultaneously have a significant effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015.

4.5. Research Summary Analysis

1. **Influence Brand on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015**

   The test results show that the brand has a significant effect on Purchase Satisfaction sympathy starter pack for students of Universitas Bhayangkara Bekasi class of 2015. This shows that the better the brand that is offered by the Simpati starter pack, the more consumers buy at the retailer.

   This is in line with the results of research conducted by (Sarah Basbeth, Wahyu Hidayat and Sari Listyorini) which show that brands have a significant influence on customer satisfaction, as well as research results (Rutmana Silalahi, Gusnardi, and Hardisem Syabrus) which state that brands positive effect on customer satisfaction.

2. **Influence Price to Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015**

   The test results show that the price has a significant effect on Purchase Satisfaction sympathy starter pack for students of Bhayangkara University Bekasi class of 2015. This shows the increase or decrease in the price offered by the sympathy starter pack will affect Purchase Satisfaction consumer reset.

   Research that has been conducted by (Adrian Maulana, 2015) shows that price has a positive effect on customer satisfaction, as well as the results of research (Jessica J. Lenzun, James DD Massie, Decky Adare, 2014) which shows that price has a significant effect on satisfaction. customer.

3. **Influence Promotion of Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015**

   The test results show that promotion has a significant effect on Purchase Satisfaction sympathy starter pack for students of Bhayangkara University Bekasi class of 2015. This shows that the more promotions offered by the sympathy starter pack, the more it attracts consumers' interest in Purchase Satisfaction sympathy prime card.

   This is in line with the results of research (Ganda Firdaus) which shows that promotion has a positive effect on loyalty or indirectly through consumer satisfaction on consumer loyalty, as well as research results (Jessica J. Lenzun, James DD Massie, Decky Adare, 2014) which states that promotion has a significant effect on customer satisfaction and according to research results (Sarah Basbeth, Wahyu Hidayat and Sari Listyorini) Price promotion has a significant effect on customer satisfaction, both partially and simultaneously.

V.   CONCLUSIONS AND SUGGESTIONS
5.1.   Conclusion

Based on the results of the analysis and discussion in this study, the following conclusions are obtained:

1. Brand has partial effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015 because the t value for the variable Brand is equal to 3,078 and the t table value of 1,97612. The significance value is0.002. Means the value of t count> t table (3.078> 1.97612) and The significance value is smaller than the significance level (0.002 <0.05), so Ho is rejected, Ha is accepted.
2. Price has a partial effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015 The t value for the price variable is equal to 4,776 and the t table value of 1,97612. The significance value is0,000. Means the value of t count> t table (4,776 >1,97612) and The significance value is smaller than the significance level (0.000 <0.05), so Ho is rejected, Ha is accepted.
3. Promotion has a partial effect on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015 The t value for the price variable is equal to 5,719 and the t table value of 1,97612. The significance value is0,000. Means the value of t count> t table (5,719 >1,97612) and The significance value is smaller than the significance level (0.000 <0.05), so Ho is rejected, Ha is accepted.
4. Brand, price and promotion together have an influence on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015 The calculated F value of 79,502 and the F table value is 2.67. The significance value is0,000. Means the value of F count> F table (79,502 >2.67) and The significance value is smaller than the significance level (0.000 <0.05) so Ho is rejected, Ha is accepted.

5.2.   Suggestion

Based on the results of the research that has been done, the suggestions that can be given include:

1. Due to brand factors, price and promotion have an influence on Purchase Satisfaction prime card sympathy for students of the University of Bhayangkara Bekasi class of 2015, so the management should be able to make policies that can maintain and increase these variables in order to increase the satisfaction level of SIM card purchases and have an impact on increasing sales volume.
2. The author expects other researchers to develop this research, for example by using other methods and adding other variables not examined in this study.

REFERENCE LIST

Abdullah & Tantri (2015). Marketing Management. Fourth edition, Issue 1 Jakarta: Rajawali Pers.

Armstrong, Kotler (2015), Marketing an Introducing Prentice Hall twelfth Edition, England: Pearson Education, Inc.

Armstrong, Kotler (2015), Marketing an Introducing Prentice Hall twelfth Edition, England: Pearson Education, Inc.

Assauri, Sofjan. 2013. Marketing Management. Jakarta: Rajawali Press.

Bougie, & now. (2013). Issue 5, Research Methods for Business: A skill Building Approach. New York: John wiley @ Sons

Danang Sunyoto. (2013: 56). Marketing Management Basics. Yogyakarta: CAPS.

Danang, Sunyoto. (2013: 52). Accounting Research Methodology. Bandung: PT Refika Aditama Member of Ikapi.

Dharmmesta, Basu Swastha and T. Hani Handoko. 2012. Marketing Management Consumer Behavior Analysis. First Edition. Yogyakarta: BPPFE.

Djaslim, Saladin. 2010. Marketing Management, First Edition, Bandung, Linda Karya

Ghozali, Imam. 2016. Multivariete Analysis Application with IBM SPSS 23 Program (8th Edition). VIII printing. Semarang: Diponegoro University Publishing Agency.

Irawan, H. (2009). 10 Principles of Customer Satisfaction. Jakarta: Elex Media Komputindo.

Kotler and Armstrong translation of Sabran (2012). Marketing principles. Edition 13. Volume 1. Jakarta: Erlangga.

Kotler and Armstrong. 2008. Marketing Principles. Volume 1 and 2. Edition 12. Jakarta: Erlangga.

Kotler, Philip and Kevin Lane Keller, 2008. Marketing Management, Volume 1, Publisher Erlangga. Jakarta.

Kotler, Philip And Kevin Lane Keller. 2009. Marketing Management. Issue 13 Volume one. Erlangga: Jakarta

Kotler, Philip. 2008. Marketing Management Edition 12 Volume 2. Jakarta: Index

Kotler, Phillip and Kevin L. Keller. (2016). Marketing Management 16 edition. New Jersey: Pearson.

Kotler, Phillip and Kevin L. Keller. (2016). Marketing Management 16 edition. New Jersey: Pearson.

According to Kotler and Keller (2012). Marketing Management. 12. Jakarta Edition: Erlangga.

Sugiyono, 2011. Quantitative Qualitative Research Methods and R & B, Bandung: Alfabeta. Spector, I, Bertram & Zartman, William, I, 2003, Post-Agreement Negotiation Getting It Done and International Regimes, Washington, United States Institute of Peace.

Sugiyono. (2016). Quantitative Research Methods, Qualitative and R & D. Bandung: PT Alphabet.

Sugiyono. (2016). Quantitative Research Methods, Qualitative and R & D. Bandung: PT Alphabet

Sugiyono. (2016). Quantitative, Qualitative, and R & D Research Methodologies. Bandung: CV Alfabeta.

Sugiyono. 2013. Educational Research Methods with Quantitative Approaches, Qualitative, and R & D. Bandung: Alfabeta.

Sunyoto, Danang. 2016. Accounting Research Methodology. Bandung: PT Refika Aditama.

Tjiptono, Fandy, 2008, Marketing Strategy, Third Edition, Andi, Yogyakarta.

Tjiptono, Fandy. 2014, Service Marketing - Principles, Application, and Research, Andi Offset, Yogyakarta.

Umar, Husein. 2003 Marketing Research and Consumer Behavior. Jakarta: PT Gramedi

Journal

Analyzing the effect of the product (product) on customer satisfaction, the effect of price (price) on customer satisfaction, the effect of promotion (promotion) on customer satisfaction IM3 PT. Indosat Sales Area Palangka Raya. **Adrian Maulana, Vol. 4, No. 2, 2015.**

Knowing the effect of promotion of product quality and brand image on customer satisfaction in using Indosat IM3. **Sarah Basbeth, Wahyu Hidayat and Sari Listyorini.**

Knowing the effect of product quality, price, and promotions on customer satisfaction of Telkomsel prepaid card users. **Jessica J. Lenzun, James DD Massie, Decky Adare, Vol. 2, No. 3, 2014.**

Knowing the effect of promotion and brand image directly on loyalty or indirectly through customer satisfaction on consumer loyalty. **Doubles Firdaus.**

Researching the effect of product attributes and brand image on customer satisfaction of sympathy cellular cards. Rutmana Silalahi, Gusnardi, and Hardisem Syabrus.

Knowing the effect of service quality, customer satisfaction, trust, and perceived value. **Soraya Utami, Vol. 3, Issue 7, 2015.**

Experiential marketing variable has a positive and significant effect on satisfaction. Vithya Leninkumar, Vol. 7, No. 4.

That the airlines, which would provide their customers with a reasonable price, time and effort to travel and make sensible choices as a substitute, would be one step ahead of their competitors. **PG Mostert, DJ Petzer and A. Weideman**