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The Impact of the First Media Product Purchase Decision on Brand Image and Product Quality
(First Media Customer Survey in DKI Jakarta)

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ABSTRACT : The purpose of this study was to analyze the impact of the first media product purchase decision on brand image and product quality (first media customer survey in DKI Jakarta), this research was using quantitative methods. Data collection is done by distributing questionnaires through the Google form link. Questionnaires were distributed as many as 350 customers who used provider products from First Media. The results of this study indicate that: hypothesis testing, Brand Image, and Product Quality variables influence partially or together (simultaneously) on the Purchase Decision variable. If seen from the results it is stated that the variable Brand Image, Product Quality and Purchasing Decisions have a very strong and good influence for the company to increase sales of First Media Products in DKI Jakarta.

Keywords: Brand Image, DKI Jakarta, Product Quality, Purchasing Decisions,Quantitative Methods.

I.   INTRODUCTION

The development of technology currently plays a very important role in supporting all activities of society today. With the development of technology that is increasing and being aware of the difficulty of getting information makes people interested in using the internet as an alternative to being able to facilitate information conducting communication activities using the internet (Almajid, *et al*, 2018). Therefore, companies must be able to provide what are the needs and demands of the market, so marketing activities must now be able to meet the demands of meeting the needs of consumers (Hadita, 2018). Changes in people's lifestyles today, people need access to information that is diverse, easy, fast and reliable, it is an opportunity for telecommunications service operators for the needs of these communities. DKI Jakarta is a metropolitan city where all business activities use internet service providers to support all activities in it. The rapid development of network access technology and internet-based technology that is provided for service operators to provide quality services and that provide diverse services (multi-service) for their customers, namely voice (telephone), data (internet) and image (IP-TV) services in one access network or known as triple-play services (Almajid*et al.*, 2018).

Competition that occurs in telecommunications service providers that are increasingly fierce is very competitive. With intense competition, it will demand telecommunications services to increase brand value and product quality in accordance with the competition. More and more brand-providers are offered in the market, this encourages consumers to be smarter and smarter in deciding the selection of expected product providers. One company that has become the market leader in Jakarta in internet services is First Media, which provides a variety of services (multi-service) to its customers, namely voice (telephone), data (internet) and picture (IP-TV) services in one access network or known as triple-play services (Almajid*et al*., 2018).
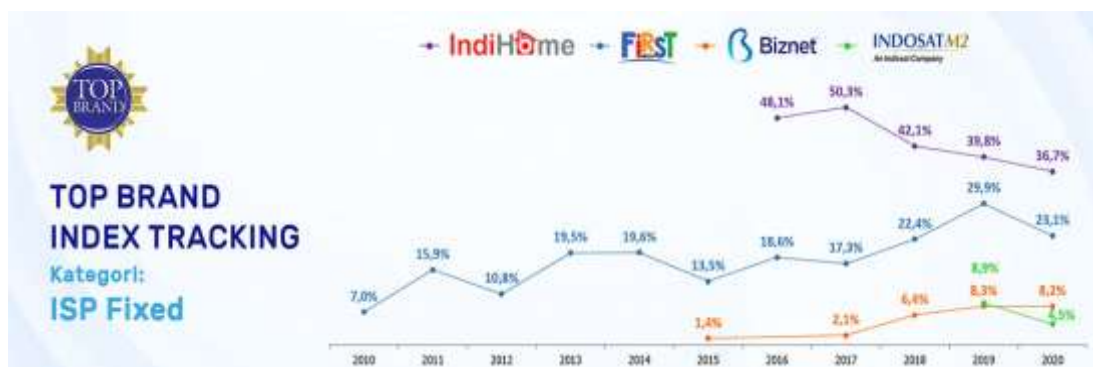
Figure 1. Top Brand Index 2010-2020

Source: https://www.topbrand-award.com/

Based on the picture above, although First Media as the largest internet service company in Indonesia is second only to IndiHome. This is a challenge for First Media companies to always improve their brand image and product quality in retaining First Media customers so they can compete with their competitors, and still decide to use service products from First Media.The brand image of the First Media company to date has a strong character for the community (Desideria&Wardana, 2020) in choosing an internet service provider, supported by a variety of quality products and good quality offered by First Media companies able to compete with internet service providers other, make the customers still decide to use Media First as the internet service company of their choice. Based on the background of the study compared with the research to be published with the title; The Impact of the First Media Product Purchase Decision on brand image and product quality (First Media Customer Survey in DKI Jakarta).

The purpose of this study was to determine First Media Product: the effect of brand image on purchasing decisions, the effect of Product Quality on Purchasing Decisions, and the effect of Brand Image and Product Quality on Purchasing Decisions.

II.   METHODOLOGY RESEARCH

2.1 Research Design
The research design involves a set of decisions regarding what topics will be studied, how the research population is, what research methods are used and for what purposes the research is carried out. This type of research used in this study is quantitative research. According to (Hendriyadi, 2016) quantitative research is research that uses data analysis in the form of numeric or numeric. Where the data to be used is primary data. Data collection techniques in this study used interviews, literature studies, and questionnaires.

2.2 Data Description
Respondents in this study are First Media customers. Data collection is done by distributing questionnaires through the Google form link. Questionnaires were distributed as many as 350 and filled in to meet the requirements and fit to be used in this study throughout the questionnaire. The descriptive statistics below are used as a basis for describing the likelihood of respondents' answers to each variable. Dependent variables are the Purchase Decision (Y) Brand Image (X1), and Product Quality (X2).

2.3 Conceptual Framework
Based on the background and previous research, the dependent variable in this study is the Purchase Decision, while Brand Image and Product Quality are used as independent variables. Then the conceptual model of research can be described as follows:
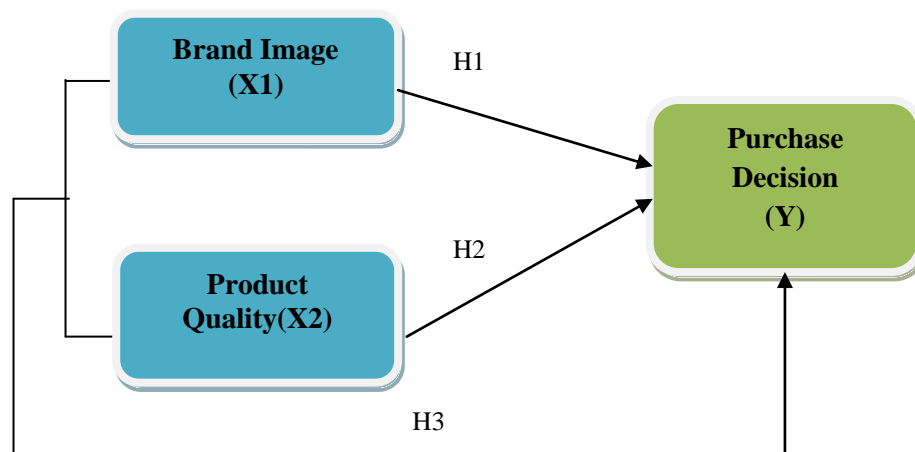
Figure 2. Conceptual Model

2.4 Hypothesis

A.   Effect of Brand Image on Purchasing Decisions

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Effect of Brand Image of a product is related to the beliefs and preferences of consumers towards a product brand. Brand Image is very decisive in influencing Purchasing Decisions. This agrees with research (Amron, 2018) which says that Brand Image has a positive and significant influence on Purchasing Decisions. From the description above, a hypothesis can be drawn as follows:

Hypothesis 1: Brand Image (X1) has a positive and significant effect on Purchasing Decisions (Y).

B.   Effect of Product Quality on Purchasing Decisions

Product Quality is one of the marketing variables that can be used by consumers as a reference in choosing the desired goods or services. The relationship between product quality and Purchase Decision is a way of introducing, communicating the benefits of a product or service and inviting consumers to use the products offered. Because product quality is the main attraction for consumers to buy a product. Thus the quality of the product will influence the purchase decision. This agrees with research (Indah SitiMahmudah, 2014) which says that product quality has a positive and significant influence on Purchasing Decisions. From the description above, a hypothesis can be drawn as follows:

Hypothesis 2: Product Quality (X2) has a positive and significant effect on Purchasing Decisions (Y).

C.   Effect of Brand Image and Product Quality on Purchasing Decisions

Brand Image and Promotion are the two variables that greatly influence the Purchasing Decision. Consumers will prefer products with a positive Brand Image and also compare with Promotions offered by a product. Because promotion is the main attraction for consumers to buy a product. Thus Brand Image and Promotion will influence Purchasing Decisions. This agrees with Muhammad's research (Amron, 2018; Sanjiwani& Ambience, 2019) which says that Brand Image and Promotion have an influence on Purchasing Decisions. From the description above, a hypothesis can be drawn as follows:

Hypothesis 3: Brand Image (X1) and Promotion (X2) together have a positive and significant effect on Purchasing Decisions (Y).

III.   RESULT AND DISCUSSION

3.1   Identity of Respondents

In this study, the characteristics to be known are Gender, Respondent Age, and Occupation. For more details about the respondents themselves seen in the following characteristics that are presented in numbers and percentages.

3.1.1   Characteristics of Respondents by Gender

It can be seen that the number of respondents based on Gender in this study which has the highest number is the Female Gender that is as much as 50.6% while the smallest number is Men which is as much as 49.4%. The results of this study indicate that the female gender is the gender that has the strongest sales potential in increasing Purchasing Decisions so that the female gender in DKI Jakarta is expected to have a positive influence on improving Purchasing Decisions of First Media Customers.

3.1.2   Characteristics of Respondents by Age

It can be seen that the number of respondents based on age in this study which has the highest number is aged 20-29 years which is as much as 66.30% the second highest number is age < 20 years which is as much as 17.70%, while the smallest number is age> 40 years which is as much as 5.40%. The results of this study indicate that the age of 20-29 years is the age that has the potential to use internet quota, so the existence of internet quota users at that age is expected to have a positive influence on improving the First Media Customer Purchasing Decisions.

3.1.3   Characteristics of Respondents Based on Employment

It can be seen that the number of respondents based on work in this study who has the highest number are aged private employees, namely as much as 33.1%. The second-largest number is students, namely as many as 30.3%, while the smallest number is civil servants, as many as 9.4 %. The results showed that the Employee Private Work is a work that has the potential to use internet quota, so the existence of internet quota users on the job is expected to have a positive influence on improving the Purchasing Decision of First Media Customers.

3.2   Data Analysis Results

3.2.1   Validity Test

According to (Ghozali, 2016) the validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid or valid if the questions on the questionnaire. The Significance test is done by comparing the calculated r-value (value of Corrected item-total Correction at Cronbach Alpha output) with the value of r table.

Table 1. Validity Test Results: Brand Image Variable (X1)

Variable	Sig R Calculate	Sig R Table	Conclusion
Brand Image 1	0,00	0,050	**Valid**
Brand Image 2	0,00	0,050	**Valid**
Brand Image 3	0,00	0,050	**Valid**
Brand Image 4	0,00	0,050	**Valid**
Brand Image 5	0,00	0,050	**Valid**

Source: SPSS 22

Based on the table 1, it is stated that the results of the validity test of each question from the brand image variable have a calculated sig R-value that is smaller than the sig R table (<0.050) so that it can be concluded that the five questions in the price variable are Valid.

Table 2. Validity Test Results: Product QualityVariable (X2)

Variable	Sig R Calculate	Sig R Table	Conclusion
Product Quality 1	0,00	0,050	**Valid**
Product Quality 2	0,00	0,050	**Valid**
Product Quality 3	0,00	0,050	**Valid**
Product Quality 4	0,00	0,050	**Valid**

Product Quality 5	0,00	0,050	**Valid**

Source: SPSS 22

Based on table 2, it is stated that the results of the validity test of each question from the product quality variable have a calculated sig R-value that is smaller than the sig R table (<0.050) so it can be concluded that the five questions in the product quality variable are Valid.

Table 3. Validity Test Results: Purchasing Decisions Variable (Y)

Variable	Sig R Calculate	Sig R Table	Conclusion
Purchasing Decisions1	0,00	0,050	**Valid**
Purchasing Decisions 2	0,00	0,050	**Valid**
Purchasing Decisions 3	0,00	0,050	**Valid**
Purchasing Decisions 4	0,00	0,050	**Valid**
Purchasing Decisions 5	0,00	0,050	**Valid**

Source: SPSS 22

Based on table 3, it is stated that the results of the validity test of each question from the purchasing decisionsvariable have a calculated sig R-value that is smaller than the sig R table (<0.050) so it can be concluded that the five questions in the product quality variable are Valid.

Tabel 4. Significance Test Results

		BRAND IMAGE	PRODUCT _QUALITY	DECISIONS _ PURCHASING
Brand Image	Pearson Correlation	1	$.538^{**}$	$.546^{**}$
	Sig. (2-tailed)		.000	.000
	N	350	350	350
Product Quality	Pearson Correlation	$.538^{**}$	1	$.701^{**}$
	Sig. (2-tailed)	.000		.000
	N	350	350	350
Decisions Purchasing	Pearson Correlation	$.546^{**}$	$.701^{**}$	1
	Sig. (2-tailed)	.000	.000	
	N	350	350	350

Source: SPSS 22

It can be seen from the significant results for all variables that showed significant results (0,000 <0.05) so that each of the questions variables VALID was concluded.

3.2.2 Reliability Test

Reliability Tests are conducted on question items that are declared valid, this test is used to measure the reliability of a questionnaire which is an indicator of that variable. The reliability test can be seen in the value and the reliability test can be done together with all questions. To determine whether the instrument is reliable or not uses the 0.6 limits.

Tabel 5. Reliability Test Results

No	Variable	Alpha Cronbach	Criteria	Conclusion
1.	Brand Image	0,821	0,600	**Reliabel**
2.	Product Quality	0,704	0,600	**Reliabel**
3.	Decisions Purchasing	0,699	0,600	**Reliabel**

Source: SPSS 22

The reliability test table above shows that the Cronbach alpha value of the brand image variable is 0.821, the product quality variable is 0.704 and the purchasing decision variable is 0.699. Thus it can be concluded from the results of this reliable test because it has a Cronbach alpha value > 0.600.

3.3.3 Hypothesis Testing
3.3.3.1 T-Test (Partial)

T-test was conducted to determine the relationship between independent variables Brand Image and Product Quality on variables related to Purchasing Decisions partially.

If sig. < 0.05, then Ho is rejected, Ha is accepted

If sig. > 0.05, then Ho is accepted, Ha is rejected

Table 5. T-Test Results (Partial)

Model		T	.sig	Collinearity Statistics	
				Tolerance	VIF
1	(Constant)	5.308	.000		
	BRAND IMAGE	5.464	.000	.711	1.407
	PRODUCT QUALITY	13.144	.000	.711	1.407

Source: SPSS22

1. The results of the above table when viewed from the sig value for the Brand Image variable are obtained with the sig value. 0.00 <0.05 or sig. smaller than 0.05, therefore Ho is rejected and Ha is accepted, which means that partially the Brand Image variable (X1) has a significant effect on the Purchasing Decision (Y).
2. The results of the table above if seen from the sig value. for the Product Quality variable obtained by the value of sig. 0.00 <0.05 or sig. smaller than 0.05, therefore Ho is rejected and Ha is accepted, which means partially the Product Quality variable (X2) has a significant effect on the Purchasing Decision (Y).

3.3.3.2 F-Test (Simultaneous)

The F test is used to determine the effect of the independent variable Brand Image and Product Quality on the dependent variable of the Purchasing Decision simultaneously. The significance of the regression model is simultaneously tested by looking at the significance value (sig)

where if the sig value is below 0.05 then the Brand Image and Product Quality variables influence the Purchase Decision variable.

Table 6. F-Test Results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1109.735	2	554.867	196.817	.000^b
	Residual	978.265	347	2.819		
	Total	2088.000	349			

Source: SPSS 22

Based on the output data listed above, it can be concluded that the hypothesis is accepted because when viewed from the significant value it has a value of 0.00. If the results obtained are sig 0.00 <0.05, this indicates that the variable Brand Image and Product Quality together (simultaneously) affect the variable Purchasing Decision.

3.3.4 Determination Test (R^2)

The purpose of this analysis is to calculate the effect of the independent variable on the dependent variable. The value of R^2 shows how large the proportion of the total variation of the dependent variable can be explained by the explanatory variables. The higher the value of R^2, the greater the proportion of the total variation of the dependent variable that can be explained by the independent variable.

Table 7. Determination Test Results (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729^a	.531	.529	1.679

Source: SPSS 22

Based on the output table above it can be seen that the value of R^2 is equal to 0.531. From this value, it can be seen that the Purchasing Decision is influenced by Brand Image and Product Quality with R Square of 0.531. This means that the Purchase Decision is influenced by the Brand Image and Product Quality of 53.1% (0.531 x 100) and the remaining 46.9% is influenced by other factors or other variables not examined.

3.3 Discussion

The results in this study are based on hypothesis testing, the Brand Image and Product Quality variables have a partial or joint effect on the variable of the Purchasing Decision. If seen from the results stated that the variable Brand Image, Product Quality, and Purchasing Decisions there is a very strong and good influence for the company to increase sales. In the previous research had several things in common, namely:

1. Effect of Brand Image on Purchasing Decisions
Based on the results of data analysis obtained by the calculation of the T-test (partial) which shows the value of sig. 0,000 <0.05 or significant value smaller than 0.05. Therefore Ho is rejected or Ha is accepted, which means that partially Brand Image (X1) has a significant effect on Purchasing Decisions. Then the Brand Image of First Media is very affordable for the people in DKI Jakarta and will increase sales from First Media companies. Supported by previous

researchers in (Laras&Firmanyah, 2019; LailatanNugroho, 2017).

2. Effect of Product Quality affects Purchasing Decisions

Based on the results of data analysis, the results of the T-test (partial) calculations show the sig. 0,000 <0.05 or significant value smaller than 0.05. Therefore Ho is rejected or Ha accepted, which means that partially Product Quality (X2) variable has a significant effect on Purchasing Decisions. Then the Quality of Products from First Media is accepted by the public in DKI Jakarta. Supported by previous researchers (Brata, 2017; LailatanNugroho, 2017).

3. Effect of Brand Image and Product Quality on First Media Product Purchasing Decisions.

Based on the results of data analysis obtained the calculation results of the F test (Simultaneous) show the value of sig. 0,000 <0.05. Therefore Ho is rejected or Ha is accepted, which means that simultaneously Brand Image (X1) and Product Quality significantly influence the Purchasing Decision (Y). it can be concluded from the two things it shows that together or simultaneously the variable price and product quality significantly influence the decision to purchase First Media Products in DKI Jakarta. Supported by previous studies (Amron, 2018; Brata, 2017).

IV. CONCLUSION

This research was conducted to analyze the Effect of Brand Image and Product Quality on Purchasing Decisions of First Media Products, based on the results of this study it can be concluded that:

1. T-test results (partial), the Brand Image variable obtains results with sig. 0.00 <0.05 or sig. smaller than 0.05, therefore Ho is rejected and Ha is accepted, which means that partially the Brand Image variable (X1) has a significant effect on the Purchasing Decision (Y).
2. Product Quality Variables partially obtain results with sig. 0.00 <0.05 or sig. smaller than 0.05, therefore Ho is rejected and Ha is accepted, which means partially the Product Quality variable (X2) has a significant effect on the Purchasing Decision (Y).
3. F (Simultaneous) Test Results, Brand Image (X1) and Product Quality (X2) variables have a joint (simultaneous) effect on Purchasing decisions (Y) with the results obtained with sig. 0.00. Where based on the F test with sig 0.05, the results obtained from this test are 0.00 <0, 05.

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