PRICE, ADVERTISEMENT AND QUALITY OF SERVICES TOWARD PURCHASING DECISION OF SIMPATI CARD WITH PRODUCTS AS MODERATING VARIABLE

Indra Budaya[1], **Yossi Elfina**[2], **Syamsurizal Tan**[3] **Ade Octavia**[4] and **Muazza**[5]

[1] [2] Management Department, STIE Sakti Alam Kerinci, Sungai Penuh, Kerinci, Indonesia

[3] [4] [5] Postgraduate Program, Universitas Jambi, Indonesia

1) E-mail: indra.budaya77@gmail.com

2) E-mail: yossielfina17@gmail.com

Abstract

In Kerinci, Jambi majority or more dominant people use sympathy card because the network of sympathy card is wider and better. As other brands less, so people prefered to use the sympathy card to be more effective and efficient in communication costs by choosing the program provided. The purpose of this research is to know: 1) To know the influence of price, advertisement, and service quality partially to decision of purchasing Simpati card at STIE-Sakti Alam Kerinci, 2) To know price, advertisement, and service quality simultaneously to decision of Simpati card purchase in STIE-Sakti Alam Kerinci, 3) To know the price, advertisement, and quality of service with product as moderating variable to decision of purchasing Simpati card at STIE-Sakti Alam Kerinci. Population in this research were students at STIE-Sakti Alam Kerinci. The sample for this research is 40 respondents with sampling technique is accidental sampling. The data analysis tools used are Likert scale, regression analysis, t-test and f-test. The results of research showed that price does not have a significant and positive effect on purchasing decisions. Advertisement have a significant and positive impact on purchasing decisions. Quality of service has significant and positive impact on purchasing decisions. Prices have a significant and negative effect on product purchasing decisions. Advertisement have a significant and positive impact on product purchasing decisions. Service quality has no significant and positive impact on product purchasing decisions.

Keywords: Price, Advertising, Quality of Service, Product, Purchasing Decision.

I.   INTRODUCTION

In the development of telecommunication industry in Indonesia, technology has a very vital role. This is because the development of telecommunications always follow the existing technology. Whenever emerging a new technology, it will soon be applied in telecommunication services. It will continue to be repeated and has always been an opportunity for telecommunication industry activists in Indonesia.

For example, cellular service providers in Indonesia can be said to be very diverse. These providers have a similarity, which is equally as an activist in the telecommunications industry in Indonesia. Although many telecommunication service providers, every new emerging technology, they will race to apply it to the services provided. As a result, the existing telecommunication industry will always provide convenience to all its users.

In influencing purchasing decisions, we can not be separated from the marketing mix. The marketing mix consists of 4P for goods that are price, promotion, product, place and additional 3P for service that are person, process, physical proof. Price is one marketing mix that is often used by companies in persuading consumers to use their products. According to Kotler and Keller (2007: 84), price policy is crucial in marketing a product, because price is the only element of the marketing mix that provides income for an organization or company. In general advertising helps explain a product, while for the company itself advertising is a very important marketer tool for the company. Meanwhile, the quality of service expected by the consumers is adequate facilities, good service, comfort, security, tranquility and satisfactory results so that the management must think about the quality of service.

As the world's number six mobile operator in terms of subscribers, Telkomsel is the market leader in the telecommunications industry in Indonesia. In Kerinci, Jambi majority or more dominant use of sympathy card because network of sympathy card is wider and better. As for other brands less, so people prefer to use the sympathy card to be more effective and efficient in the cost of communication by selecting the program disedikan.

The research of Sri Wahyuni and Jonianto Pardamean (2016) proves that advertising variable has positive and insignificant effect, while on the variable of price and quality of service have positive and significant influence to decision of Simpati Card purchasing at Institute Perbanas. Differences with research conducted by Setyo Ferry Wibowo (2012), proved that television advertising and price variables have a positive and significant influence on the decision of purchasing Lux Soap (survey on Mega Bekasi Hypermall visitors).

Referring to the background described above the purpose of this study is To determine the effect of price, advertising and service quality partially and simultaneously to the decision of the purchase of sympathy card (Case study of STIE-SAK students Using Simpati Card), and To know the influence of price, advertisement and service quality with product as moderating variable to decision of purchase of sympathy card (Case study of STIE-SAK student Using Simpati Card).
.

II. LITERATURE REVIEW

2.1 Purchasing Decision

For marketers this stage purchase decision is a very important stage to understand because it will relate to the success of a marketing program. In particular, marketers must identify who made the buying decision, the types of purchasing decisions, and the steps in the purchasing process. (Kotler, 2005: 220)

The consumers' purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them (Nugroho, 2008: 415).

Indicators of consumer purchasing decisions by Kotler and Keller (2009: 188), consist of:

1) Brand Decision. Consumers are more likely to choose an alternative that seems to have an influence in a particular group of choices in consideration, consumers who think about the probability of wrong purchasing decisions, are more likely to choose a well-known brand.

2) Dealer Choice (Seller). Consumers who are at this level he needs information to know about producers, wholesalers, and diluents of a product in order to be customized to his liking.

3) Number of Purchases (Quantities). Consumers will consider the decision about how many products will be purchased in accordance with the wishes and needs of consumers.

4) Decision time. Consumers will consider the time to make a purchase decision. whether the time will be in accordance with his desire to make a purchase of a product or service.

5) Decision of payment method. Consumers should consider and make decisions about the method or manner of payment of purchased products, whether by cash or credit.

2.2 Product

The product according to Kotler (2012: 41) is everything that can be offered to the market to get attention, bought, used or consumed that can satisfy the desires or needs. Conceptually the product is a subjective understanding of the producer of something that can be offered as an attempt to achieve organizational goals through the fulfillment of consumer needs and activities, in accordance with the competence and capacity of the organization and the purchasing power of the market. In addition, the product can also be defined as the consumer perceptions described by the producer through the production.

According to Abubakar (2005), product indicators consist of:

a. Product Quality is the ability of a product to perform its functions include reliability, ease of operation and repair, and other valuable attributes.
b. Product Design is the process of creating products according to the needs of consumers.
c. Brand of Product is a name, symbol, mark or combination as the identity of a product to differentiate with other products.
d. Product Performance is size obtained after using a product / basic operating characteristics of a product.

2.3 Price

Price is one of the most important attributes evaluated by consumers, and managers need to be fully aware of the role of prices in the formation of consumer attitudes (Mowen & Minor, 2002: 318). From a marketing point of view, according to Fandy Tjiptono (2008: 151) "Price is a monetary unit or other measure including other goods and services that can be exchanged in order to obtain ownership or use of a good or service".

According to Kotler and Armstrong (2008: 278), there are 4 (four) indicators that characterize the price are:

a. Affordability of the price is the actual price of a product written and set by the company is expected to have understanding and attention to the customer.
b. Conformity of price with product quality is price conformity which given by quality of product which is provided.
c. Price competitiveness is the price that is given can compete with the price of other products.
d. Suitability of prices and benefits are the price offered in accordance with the benefits felt by consumers.

2.4 Advertisement

According to Kotler (2005: 277) states that: "Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors to be paid". While based on study by Stanton in Bilson Simamora (2003: 305) states that: "Advertising consists of all activities involved in presentation to the audience in a nonpersonal manner, with clear sponsors and financed by a message about the product or organization.

Advertisement indicators by Kotler (2009: 162):

a. Goals (mission). Setting advertising goals that refer to previous decisions about the target market, target market determination, market positioning, and promotion mix.
b. Message conveyed. A message must get attention, attract, arouse desire, and produce action.
c. Media used. The effect of advertisement notifications on target audience awareness depends on the reach, frequency and impact of advertising.

2.5 Quality of Service

According Tjiptono and Chandra (2012: 74) quality can be interpreted as a defect-free product. In other words, products that conform to standards. According to J. Paul Peter and Jerry C. Oleson (2000: 142) defines service is the behavior of the seller to the buyer by giving satisfaction to the consumer, so that consumers feel valued and get the goods or services in accordance with his wishes.

According to Tjiptono and Chandra (2012: 74) indicators of service quality are:

1) Reliability includes the extent to which the information provided to the client is appropriate and accountable.
2) Responsiveness is the responsiveness of the provider or service provider in response to client complaints.
3) Assurance is the ability to generate confidence between one another.
4) Empathy is the attention given to the customer.
5) Physical evidence constitutes the physical means and facilities contained within.

III. RESEARCH METHODOLOGY

3.1 Population and Samples

The population in this research were students in STIE-SAK using Simpati.Card in taking into account the time and cost of the samples in this study was taken with the accidental sampling technique, where the sampling technique based on coincidence that anyone who by chance met researchers at STIE-SAK, for the research sample in the set is 40 samples.

3.2 Operational Concept

The operational definition of research variables is as follows:

1) Purchasing Decision (Y).

According to Engel, Blackwell, and Miniar in Suryani (2008: 5) understanding of consumer behavior involves an understanding of the actions consumers take directly in obtaining, consuming and consuming products and services, including the decision processes that precede and follow those actions.

Indicators of consumer purchasing decisions by Kotler and Keller (2009: 188), consist of:

a) Brand Decision
b) Dealer Choice (Seller)
c) Number of Purchases (Quantities)
d) Decision time
e) Decision of payment method
f) Products (M)

According to Kotler in Hendra Teguh (1997: 53) that the product has a broad sense that everything that is offered, owned, used or consumed so as to satisfy the wants and needs including the physical, service, people, place, organization and ideas. According to Abubakar (2005) product indicators consist of:

a) Product quality,
b) Product design,
c) Brand product
d) Product performance

2) Price (X$_1$)

The price set by the company is appropriate and in accordance with consumer purchasing power then the selection of a particular product will be dropped on the product (Griffin and Ebert, 2007: 281). According to Kotler and Armstrong (2008: 278) there are 4 (four) indicators that characterize the price are:

    a) Affordability,

    b) Price conformity with product quality

    c) Price competitiveness,

    d) Conformity of price with benefit,

3) Advertisement (X$_2$)

In general, advertising helps explain a product, while for the company itself advertising is a very important marketing tool for the company. Indicators of Advertisement by Kotler (2009: 162):

    a. Goals (Mission)

    b. Message Conveyed

    c. Media Used

4) Quality of Service (X$_3$)

Quality of service is a service that is expected and in feel the consumer who aims to attract consumers to buy products or services on offer. According to Tjiptono and Chandra (2012: 74) that the indicators of service quality are as follows :

    a) Reliability

    b) Responsiveness

    c) Assurance

    d) Empathy

    e) Physical evidence

3.2 Data Collection and Analysis

Data collection techniques used field research. A direct study to STIE-SAK. used to obtain primary data, as for the methods undertaken are: a. Interview, b. Questionaires, c. Observation. Library Research : collecting and studying books and literature related to this research to support the problem solving.

The method of data analysis used is descriptive qualitative method, is a form of analysis with not the form of numbers, but the form of analysis in reasoning derived from the results of relevant literature and quantitative descriptive method, Is an analysis in the form of numbers. In this case the statistical analysis is used. The analysis data done as below :

1) Multi-Level Regression Analysis. Regression calculation technique is done by using model developed by Baron and Kenny in Ghozali (2011) that is technique of regression analysis (Hierarchical Regression Analysis). At level one and level two, using multiple linear regression because there are more than one independent variable (X1, X2 and X3 and M), the equation is as follows:

$Y = \beta0 + \beta1X1 + \beta2X2 + \beta2X3\ \varepsilon$ .... (Model 1)

$Y = \beta0 + \beta1X1 + \beta2X2 + \beta2X3 + \beta3M + \varepsilon$ .... (Model 2)

$Y = \beta0 + \beta1X1 + \beta2X2 + \beta2X3 + \beta3M + \beta4X1M + \beta5X2M + \beta6X3M + \varepsilon$ ..... (Model 3)

2) Partial Testing (t-Test) is a statistical test used to see how far the influence of independent variables to the dependent variable statistically.

3) Simultaneous Testing (Test-f). F test is part of statistical test used to prove the influence of independent variable to dependent variable simultaneously.

IV. RESEARCH FINDING AND DISCUSSION
4.1 Characteristics of Respondents

The respondents in this research are STIE Sakti Alam Kerinci students who use sympathy card. The following are characteristics of respondents by gender.

Table 1. Characteristics of Respondents according to gender

Description	Frequency	Percentage (%)
Male	17	42,5
Female	23	57,5
Total	**40**	**100**

Source: Primary Data (processed)

Based on table 1 it can be seen that the majority of respondents using the sympathy card in STIE Sakti Alam Kerinci is female gender as much as 23 or 57.5% while the male gender of 17 people or 42.5.

Table 2. Characteristics of Respondents according to Majors

Description	Frequency	Percentage (%)
Management	30	75
Development Economics	5	12,5
Accounting	5	12,5
Total	**40**	**100**

Source: Primary Data (processed)

Based on table 2 it is assumed that the respondents who are Management majors are 30 people or 75% who are the most respondents using Simpati card in STIE Sakti Alam Kerinci from 30 total respondents, while the respondents who majored in Development Economics are 5 people or 12.5%, and respondents whose accounting majors are as many as 5 people or 12.5%.

4.2 Validity Test

Validity test is used to measure a question on price, advertising and service quality questionnaires with the product as a moderating variable to the purchase decision. The results of the validity test can be seen in the following table :

Table 3. Validity Results of Price Variables

Question	r_{count}	r_{Table}	Description
H1	0,799**	0,361	Valid
H2	0,740**	0,361	Valid
H3	0,559**	0,361	Valid
H4	0,799**	0,361	Valid

Source: Primary Data (processed)

From table 3 it can be explained that based on calculation of SPSS Statistics 22.00 comparison of value r_{count}> r_{table}. So it can be concluded that the question items of the Price variable declared valid.

Table 4. Advertisement Validity Results

Question	r count	r Table	Description
I1	0,863**	0,361	Valid
I2	0,899**	0,361	Valid
I3	0,689**	0,361	Valid

Source: Primary Data (processed)

From table 4 it can be explained that based on calculation of SPSS Statistics 22.00 comparison of value r Count> r Table. So it can be concluded that the question items of the Advertisement Variable are declared valid.

Table 5. Results of Validity of Service Quality Variables

Question	r count	r Table	Description
KL1	0,678**	0,361	Valid
KL2	0,841**	0,361	Valid
KL3	0,518**	0,361	Valid
KL4	0,841**	0,361	Valid
KL5	0,561**	0,361	Valid

Source: Primary Data (processed)

From table 5 it can be explained that based on the calculation of SPSS Statistics 22.00 comparison of r value Count> r Table. So it can be concluded that the question items of the Quality of Service variable are declared valid.

Table 6. Validity Results of Product Variables

Question	r count	r Table	Description
P1	0,800**	0,361	Valid
P2	0,812**	0,361	Valid
P3	0,722**	0,361	Valid
P4	0,512**	0,361	Valid

Source: Primary Data (processed)

From table 6 it can be explained that based on calculation of SPSS Statistics 22.00 comparison of r_{count}> r_{table}. So it can be concluded that the question items of the product variable are declared valid.

Table 7. Validity Results of Purchase Decision Variables

Question	r count	r Table	Description
KP1	0,890**	0,361	Valid
KP2	0,996**	0,361	Valid
KP3	0,996**	0,361	Valid
KP4	0,996**	0,361	Valid
KP5	0,996**	0,349	Valid

Source: Primary Data (processed)

From table 7 it can be explained that based on calculation of SPSS Statistics 22.00 comparison of value $r_{count} > r_{table}$. So it can be concluded that the question items of the Product variable are declared valid.

4.3 Test of Reliability

Reliability test is used to measure a questionnaire which is an indicator of price, advertisement, and service quality with product as moderating variable to purchase decision, it can be seen in the following table:

Table 8. Test Reliability

Variable	Cronbach's Alpha (α)	Standard for Reliability	Description
Price	0,684	0,6	Reliable
Advertisement	0,749	0,6	Reliable
Quality of service	0,720	0,6	Reliable
Product	0,687	0,6	Reliable
Purchase decision	0,987	0,6	Very Reliable

Source: Primary Data (processed)

4.4 Multiple Linear Regression

To know the influence of price, advertisement and quality of service with product as moderating variable to decision of Simpati Card purchase (Case Study of STIE-SAK Student Using Simpati Card). Can be explained in table 9, table 10 and table 11 below:

Table 9. Results of Effect Analysis of Prices, Advertisement and Quality of
Service on Purchasing Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-,053	3,525		-,015	,988
Price	,235	,173	,150	1,364	,181
Advertisement	,913	,170	,601	5,375	,000
Quality of service	,355	,141	,276	2,511	,017

a. Dependent Variable: Purchase decision

From the table above can be drawn regression equation as follows:

$$Y = -0,053 + 0.235\ X1 + 0.913\ X2 + 0.355\ X3 + \varepsilon \ .... \text{Model 1}$$

The coefficient of price regression (X1) to the buying decision is positive 0,235 and not significant 0,181 (bigger than 0,05), meaning high or low price hence not influence buying decision (Y). The ad regression coefficient (X2) to the purchase decision is positive 0.913 and significant 0,000 (less than 0.05), meaning the better the ad is displayed and the higher the intensity of the advertisement in the show there is a higher tendency of purchase decision (Y). The service quality regression coefficient (X3) is positive 0.355 and significant 0.017 (smaller than 0.05), meaning better service quality will improve purchasing decision (Y).

Table 10. Effects of Price, Advertisement, Quality of Service and
Product to Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-,095	3,862		-,025	,981
Price	,233	,201	,148	1,160	,254
Advertisement	,914	,176	,601	5,201	,000
Quality of service	,356	,145	,277	2,453	,019
Product	,004	,145	,004	,029	,977

a. Dependent Variable: Purchase decision

From the table above can be drawn regression equation as follows:

$$Y = -0,095 + 0,233\ X1 + 0,914\ X2 + 0,356\ X3 + 0,004\ M + \varepsilon \ ....\text{Model 2}$$

The coefficient of price regression (X1) to the buying decision is positive 0,233 and not significant 0,254 (bigger than 0,05), meaning high or low price hence not influence buying decision (Y). The advertisement regression coefficient (X2) to the purchase decision is positive 0.914 and significant 0,000 (less than 0.05), meaning the better the ad is displayed and the higher the intensity of the advertisement in the show there is a higher tendency of purchase decision (Y). The service quality regression coefficient (X3) is positive 0.356 and significant 0.019 (less than 0.05), meaning the better quality of service provided will increase

purchasing decision (Y). The regression coefficient of product (M) is positive 0,004 and not significant 0,977 (bigger than 0,05), that is, any kind of product does not influence purchase decision (Y).

Table 11. Result of Influence of Price, Advertisement, and Service Quality with Product As Moderating Variable to Purchasing Decision

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	15,304	2,038		7,511	,000
Moderation Price	-,032	,013	-,611	-2,584	,014
Moderation Advertisement	,062	,015	,846	4,256	,000
Moderation Quality of service	,009	,011	,173	,821	,417

a. Dependent Variable: Purchase decision

From the table above can be drawn regression equation as follows:

$$Y = 15{,}304 + 0{,}233\ X1 + 0{,}914\ X2 + 0{,}356\ X3 + 0{,}004\ M + {-}0{,}032\ X1M + 0{,}062\ X2M + 0{,}009\ X3M + \varepsilon \ \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ Model\ 3$$

The regression coefficient of price moderation is negative of -0.032 and significant, meaning that the significant value of X1M interaction variable is less than 0.05 then the price variable acts as a moderating variable with the result of 0.014 <0.05. Product variables as a moderator between price and purchase decision indirectly can strengthen the relationship between the two variables (price to purchase decision) means the higher the role of the product in influencing the price, the higher the purchase decision.

Advertisement moderation regression coefficient is positive 0,062 and significant, meaning if the significant value of X2M interaction variable is less than 0,05 then advertisement variable acts as moderation variable with result 0.000 <0,05. Product variables as a moderator between advertising and purchasing decisions can indirectly strengthen the relationship between the two variables (advertising to purchase decision) means the higher the role of the product in affecting the ads the higher the purchase decision.

The regression coefficient of moderation of service quality is positive 0,009 and not significant, meaning the significant value of interaction variable X3M greater than 0,05 then service quality variable does not acting as moderation variable with result 0,417> 0,05. Product variables as a moderator between the quality of service to purchase decisions indirectly can weaken the relationship between the two variables (quality of service to purchase decision) means the higher the role of the product in affecting the quality of service then the declining purchasing decisions.

4.5 Test of Hypothesis
- **Partial Testing (Test-t)**
  1. *T-test for the influence of Price on Purchasing Decision*
  From these results indicate that t arithmetic <of t table which is 1,364 <2,028 and not significant 0,181> 0,05. Thus, based on significant test criteria, Ha rejected and Ho accepted means that Price does not have a significant and positive effect on purchasing decisions. The

first hypothesis (H1) is rejected. Based on research conducted by Jilly Journal Vol.1 No.4 December 2013, entitled "Promotion, distribution, price influence on purchasing decisions", the results of the study showed that there is no significant influence between price on purchasing decisions and research results I support from research conducted by Jilly, BM.

2. *T-test for the influence of Advertising on Purchasing Decision.*

From these results indicate that t arithmetic> of t table where 5,375> 2.028 and significant 0.000 <0.05. Thus, based on significant test criteria, Ha accepted and Ho rejected means that advertising has a significant and positive effect on purchasing decisions. The second hypothesis (H2) is acceptable.

3. *T-test for the effect of the Service quality on Purchasing Decision*

From these results indicate that t arithmetic> of t table which is 2.511> 2.028 and significant 0.017 <0.05. Thus, based on significant test criteria, Ha accepted and Ho rejected means that the quality of service has a significant and positive impact on purchasing decisions. The third hypothesis (H_3) is acceptable.

4. *Test t for Price influence on Purchase Decision through product.*

From these results indicate that $t_{arithmetic}$ > of t_{table} -2.584> 2.030 and significant 0.014<0.05. Thus, based on significant test criteria, Ha accepted and Ho rejected means that Price has a significant and negative effect on purchasing decisions through the product. The fourth hypothesis (H_4) is acceptable.

5. *T-test for advertising influence on Purchasing Decision through product.*

From these results indicate that t_{count}> of t_{table} which is 4,256> 2,030 and significant 0,000 <0,05. Thus, based on significant test criteria, Ha accepted and Ho rejected means that advertising has a significant and positive effect on purchasing decisions through the product. The fifth hypothesis (H_5) is acceptable.

6. *T-test for the effect of service quality on Purchasing Decision*

From these results indicate that $t_{arithmetic}$ <of t_{table} which is 0.821 <2.030 and significant 0.417> 0.05. Thus, based on significant test criteria, Ha rejected and Ho accepted means that the quality of service does not have a significant and positive impact on purchasing decisions through the product. the sixth hypothesis (H_6) is rejected.

▪ **Simultaneous Testing (Test-f)**

Table 12. Comparative Testing

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	198,148	3	66,049	17,532	,000^b
Residual	135,627	36	3,767		
Total	333,775	39			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Quality of service, Price, Advertisement.

From ANOVA or F test, it can be decided as follows: where fcount> ftable is 7,421> 2,49 and 0,001 <0,05, Ha is accepted and Ho is rejected which mean price, advertisement and quality Services with Products as moderating variables simultaneously or jointly affect the Purchase Decision by value.

V. SUMMARY AND SUGGESTION

5.1 Summary

Based on the description and analysis of the previous chapters then drawn conclusions as follows:

1. There is no significant and positive influence between Price on Decision of Simpati Card Purchase (case study on STIE-SAK student using sympathy card) which can be proved by t arithmetic <from t table that is 1,364 <2,028.

2. There is a significant and positive influence between the Ads on the Decision of Simpati Card Purchase (case study on STIE-SAK students using sympathy card) which can be proven by t count> from t table that is 5,375> 2,028.

3. There is a significant and positive influence between Service Quality on Decision of Simpati Card Purchase (case study on STIE-SAK students using sympathy card) which can be proven by t count> from t table that is 2,511> 2,028.

4. There is a significant and negative influence between Price and Product as Moderating Variables on Simpati Card Purchase Decision (case study on STIE-SAK students using sympathy card) which can be proven by t count <of t table ie -2.584 <2.030.

5. There is a significant and positive influence between Advertising and Product as Moderating Variables on Decision of Simpati Card Purchase (case study on STIE-SAK student using sympathy card) which can be proven by t count> from t table that is 4,256> 2,030.

6. There is an insignificant and positive influence between Quality of Service and Product as Moderating Variables on Simpati Card Purchase Decision (case study on STIE-SAK students using sympathy card) which can be proven by t count <from t table that is 0,821 <2,030.

7. There is a significant influence between Price, Advertising and Quality of Service on Simpati Card Purchasing Decision (case study on STIE-SAK students using sympathy card). From ANOVA test or F test where ft> ftable is 17,532> 2,49 and 0,000 <0,05, the Price, Ads and Quality of Service have simultaneous or mutual effect on Purchase Decision.

8. There is a significant influence between Price, Advertising and Quality of Service with Products as Moderating Variables on Decision of Simpati Card Purchase (case study on STIE-SAK students using sympathy card). From ANOVA test or F test where fcount> ftable is 7,421> 2,49 and 0,000 <0,05, Price, Advertisement and Quality of Service with Product as moderating variable simultaneously or jointly influence to Purchase Decision with value.

9. From linear proof of multiple regression the product is precisely described as a moderating variable in the relationship of price and purchase decision, as well as advertising and purchasing decisions. This is very important for Telkomsel's management in determining whether Telkomsel will provide advertisements that can convince consumers, or improve products for the occurrence of purchasing decisions.

5.2 Suggestions

Based on the above conclusions, it can be suggested as follows:

1. It is expected that Telkomsel provider pay more attention on advertisement variable because of the results of research, advertising variables are variables that have the highest influence on consumer satisfaction.
2. It is expected that Telkomsel's management can provide advertisements that convince consumers, and improve its products so that it can make purchasing decisions on the sympathy card.
3. For Telkomsel to further pay attention to other variables in order to improve purchasing decisions.
4. For the next researcher is suggested to develop the result of this research by involving other variables relevant so that the results of further research more accurate.

BIBLIOGRAPHY

Abubakar, R. 2005. *Pengaruh Pelaksanaan Bauran Pemasaran terhadap Proses Pembelian Keputusan Pembelian pada Jamu di Banda Aceh, USU e-Journal's,* Vol.6 No.3, Medan.

Erni, Tisnawati Sule dan Kurniawan, Saefullah. 2008. *Pengantar Manajemen.* Penerbit Kencana, Jakarta.

Garpersz, Vincent. 2002. *Rencana Pedoman Penyusunan Rencana Bisnis.* Gramedia Pustaka Utama.

Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate dengan Program IMB. SPSS 19 (Edisi kelima).* Semarang: Universitas Diponegoro.

Gitosudarmo, Indriyo. 2000 . Manajemen Pemasaran. Yogyakarta: Penerbit BPFE

Griffin, Ricky W dan Ebert, Ronald J. 2007. *Bisnis.* Edisi ke-8, jilid 1. Penerbit Erlangga, Jakarta.

Hardiansyah. 2011. *Kualitas Pelayanan Publik .*Penerbit Gava Media.

Hasibuan, Malayu S.P. 2011. *Manajemen : Dasar, Pengertian dan Masalah.* Penerbit PT. Bumi Aksara, Jakarta

Indriyo Gitosudarmo. 2000. *Manajemen Pemasaran.* Yogyakarta: BPFE.

Jefkins, Frank. 1997. *Periklanan.* Jakarta: Erlangga.

Kotler, Philip. 2001. *Manajemen Pemasaran, Analisis Perencanaan, Implementasi dan Pengendalian*. Jakarta: Prenhalindo.

_____. 2002. *Marketing Management:* The Milineum Edition, Jilid I, Jakarta: Prenhalindo.

_____. *Manajemen Pemasaran Perspektif Asia: Buku 2.* Yogyakarta. Andi

_____. 2005. *Prinsip-Prinsip Pemasaran Jilid I.* Jakarta : Erlangga.

_____. 2012. *Manajemen Pemasaran .* Cetakan Ketiga. PT. Indeks. Jakarta.

Kotler, Philip dan Armstrong, Gary. 2008. *Prinsip-Prinsip Pemasaran .*Jilid 1 Edisi 12, Jakarta: Erlangga.

_____. 2011. 10th Editiion. "*Marketing an Introduction*". Indonesia: Pearson.

Kotler, Philip dan Lane Keller. 2009. *Manajemen Pemasaran.*Edisi 13.Jilid 1. Jakarta: Erlangga.

Lu Shu,Jane dan Chang, Kai-Ming. 2008. *Purchase Of Clothing and It's Linkage to Family Communication and Life Style Among Young Adults.* Jurnal of Fashion Marketing and Management (online). Vol.12 No.2, 2008 pp. 147-163. (http:// www.emeraldinsinght.com).

Mandey, J.B. 2013. *Jurnal EMBA Vol.1 No.4 Desember 2013, Hal.95-104 "Promosi, Distribusi, Harga Pengaruhnya Terhadap Keputusan Pembelian Rokok Surya Promild".* Universitas Sam Ratulangi Manado.

Morrisan. 2010. *Periklanan.* Predana Media Group.

Mowen, Jhon C, dan Minor Michael. 2002. *Perilaku Konsumen.* (Terjemahan, Edisi ke-5 jilid 1). Jakarta: PT Penerbit Erlangga.

Nugroho, J Setiadi, SE,MM .2008. *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran.* Jakarta: Kencana.

Oktaria , nanda. 2013. *Analisis Pengaruh Kualitas Pelayanan Terhadap   Kepuasan Pasien Pada Rumah Sakit Umum Daerah Muara Labuh.* Universitas Putra Indonesia "YPTK" Padang.

Peter, J.Paul dan Oleson, Jerry C. 2000. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasran.* Jilid 2 Edisi 4. Erlangga.

Prasetijo, Tistiyanti dan Ilhalauw, jhon JOI. 2006. *Perilaku Konsumen.* Andi Publisher.

Saladin, Djaslim. 2002. *Manajemen Pemasaran: Analisis Pelaksanaan dan Pengendalian.* Bandung: Linda Karya.

Saladin, Djaslim. 2003. *Unsur-Unsur Inti Pemasaran dan Manajemen Pemasaran.* Penerbit Mandar Maju.

Samad, Abdul dan Wibowo,Imam. 2016. *Jurnal Manajemen Bisnis Krinadwipayana Vol.4 N0.3 September 2016 " Pengaruh Produk dan Citra Merek Terhadap Keputusan Pembelian Sepatu Olah Raga Merek Specs di Kota Bekasi".* Kampus UNKRIS, Jatiwaringin Jakarta Timur.

Schiffman, Leon G dan Leslie Lazar Kanuk. 2004. *Consumen Behavior.* 8th Ed. Prentice Halll

Sedarmayanti., dan Syarifudin Hidayat. 2011. *Metodologi Penelitian.* Bandung: Mandiri Maju.

Setiadi, Nugroho J. 2013. *Perilaku Konsumen:Edisi revisi.* Jakarata: Kencana.

Simamora, Bilson . 2003. *Membongkar Kotak Hitam Konsumen.* Gramedia Pustaka Utama.

_____. 2008. *Panduan Riset Perilaku Konsumen.* Cetakan ketiga. Jakarta: Gramedia Pustaka Utama.

_____. 2011. Memenangkan Pasar dengan Pemasaran efektif dan profitabel. Jakarta: PT.Gramedia Pustaka Utama.

Siswanto, S.B. 2013. *Pengantar Manajemen.* Bumi Aksara, Jakarta.

Sugiyono . 2008. *Metode Penelitian Kuantitatif, Kualitatif dan R&D .*Bandung: Penerbit Alfaberta.

Sukotjo, Hendri dan A.Radix, Sumanto. 2010. *Jurnal Mitra Ekonomi dan Manajemen Bisnis, Vol.1 No.2, Oktober 2010,216-228 "Analisa Marketing Mix-7P (Product, Price, Promotion, Place, Prticipant, Process, dan Physical Evidence) Terhadap Keputusan Pembelian Produk Klinik Kecantikan Teta di Surabaya".* Universitas 17 Agustus 1945, Surabaya.

Suryani, Tatik. 2008. *Perilaku Konsumen: Implikasi pada Strategi Pemasaran.* Yogyakarta: Graha Ilmu.

Sutabri, Tata. 2005. *Sistem Informasi Manajemen.* Edisi 1. Yogyakarta: ANDI.

Tangkilisan, Hessel Nogi S. 2005. *Manajemen Publik.* Jakarta: Grasindo.

Tjiptono, Fandy. 2008. *Strategi Pemasaran.* Edisi ketiga. Yogyakarta: ANDI.

Tjiptono, Fandy dan Chandra, Gregorius. 2012. *Pemasaran Strategik.* Edisi 3. Yogyakarta: Penerbit Andi.

Tjiptono, Fandy . 2014. *Pemasaran Jasa, Prinsip, Penerapan Dan Penelitian.* Yogyakarta: Andi Publisher.

Wahyuni, Sri dan Pardamean, Jonianto. 2016. *Jurnal Studi Manajemen dan Bisnis Vol.3 No.1 Tahun 2016"Pengaruh Iklan dan Kualitas LayananTerhadap Keputusan Pembelian Kartu simpati di Institute Perbanas".* Institute Perbanas Jakarta.

Wibowo, S.F. 2012. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)Vol.3 No.1 2012 "Pengaruh Iklan Televisi dan Harga Terhadap Keputusan Pembelian Sabun Lux (survey pada pengunjung mega bekasi hypermall)".* Fakultas Ekonomi Universitas Negeri Jakarta.

Widyantama, Rendra. 2007. *Pengantar Periklanan.*Pustaka Book Publisher.

Yamit, Zulian. 2005. *Manajemen Kualitas Produk dan Jasa.* Edisi Pertama, Cetakan ke-4. Yogyakarta: Penerbit Ekonisia.