

ANALYSIS OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY THAT INFLUENCE CONSUMER DECISIONS WHEN PURCHASING PREPAID MOBILE PHONE SERVICES

Dika Julian Andita^{1*}, Aang Curatman²
Univeristas Swadaya Gunung Jati, Indonesia
E-mail: dika.122020226@ugj.ac.id^{1*}, aang.curatman@ugj.ac.id²

Received: 01/04/2026 | Revised: 10/04/2026 | Accepted: 15/05/2026 | Published: 24/05/2026

Abstract

The purpose of this study is to comprehensively analyze the influence of brand image, price, and product quality on the decision to purchase prepaid mobile phone cards among students at Cilimus State High School 1. Amid the accelerating digitalization of education, high school students have become a critical consumer segment in selecting telecommunications services to support their learning activities. The study utilized a quantitative explanatory design to test the causal relationships among the variables. Data were collected through a questionnaire distributed to 178 respondents selected using random sampling from a total population of 1,375 students. Data analysis was conducted using multiple linear regression with SPSS version 22 software. The findings revealed that, individually, brand image (sig. 0.005), price (sig. 0.013), and product quality (sig. 0.014) had a significant positive influence on purchasing decisions. Simultaneously, the three independent variables had a significant influence with a significance level of 0.000. The empirical findings emphasize that price is a very important aspect influencing students' decisions, followed by brand image and product quality. The study provides strategic implications for mobile service providers to optimize pricing policies and strengthen brand identity in order to win the loyalty of consumers from the digital native generation.

Keywords: *Brand image, Price, Product Quality, Purchase Decision.*

INTRODUCTION

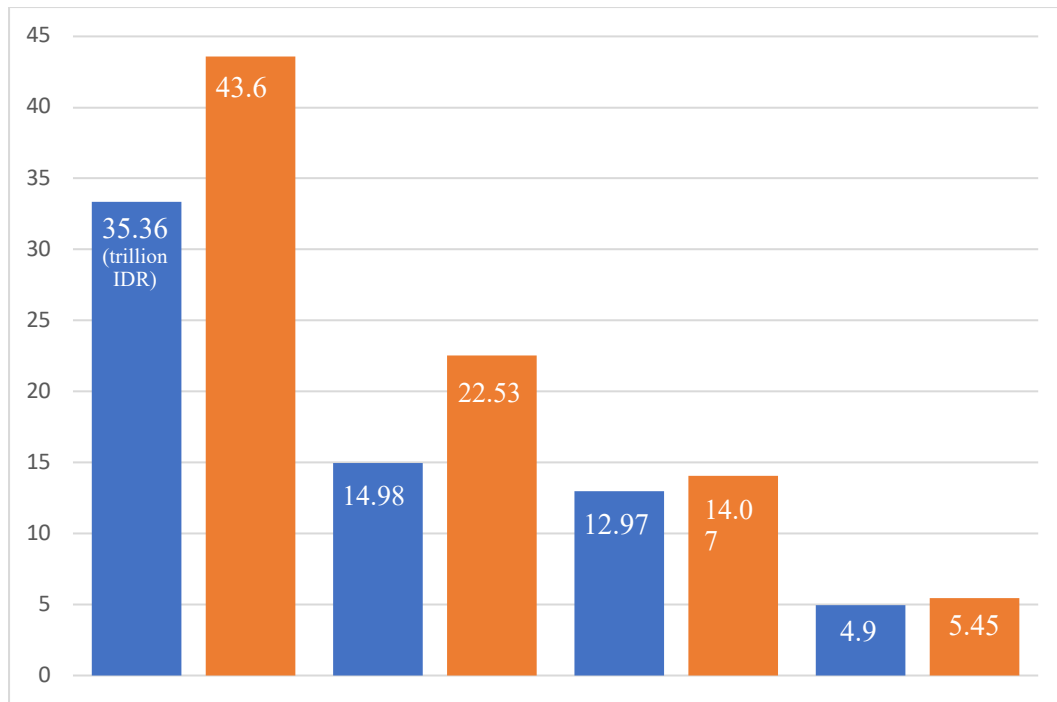
The digital era has significantly transformed the landscape of education in Indonesia, particularly at the high school level. Today's high school students not only use mobile phones for social communication but have also adopted them as a crucial learning tool. This phenomenon has become increasingly evident in the wake of the pandemic, where online learning has forced students to rely on a reliable internet connection to access digital materials, complete online assignments, and participate in virtual classes. The majority of mobile telecommunications users still rely on prepaid mobile plans; the latest survey by the Indonesian Internet Service Providers Association (APJII) indicates that 93.07% of mobile telecommunications and internet service users in the country subscribe to prepaid plans. There has been a significant increase in prepaid subscriptions from 78.32% in 2024 (Info Digital, 2025)¹ Meanwhile, the Central Statistics Agency (BPS, 2023) notes that there are > 8.5 million high school students in Indonesia who are part of this digitally literate Generation Z.²

¹ [Results of the Survey by the Indonesian Internet Service Providers Association \(APJII\)](#)

² From a post by the Central Statistics Agency (BPS), *Indonesian Youth Statistics 2023* (Jakarta: BPS-Statistics Indonesia, 2023).

ANALYSIS OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY THAT INFLUENCE CONSUMER DECISIONS WHEN PURCHASING PREPAID MOBILE PHONE SERVICES

Dika Julian Andita and Aang Curatman



Source: Databoks 2022

Based on Databoks (2022), Indonesian mobile operators' revenue increased in the first half of 2022. Four mobile operators in Indonesia all reported revenue growth for the first half of 2022³. Based on observations at State High School 1 Cilimus, the location selected for this study, data was collected on a total of 1,375 students, comprising 415 male students and 960 female students. Each student owns and uses a Prepaid Mobile Service Product with different types, usage patterns, and quantities. This indicates that there are 1,375 users of Prepaid Mobile Service Products at Cilimus State High School 1, each with distinct usage characteristics.

On the other hand, fierce competition in Indonesia's telecommunications industry has further sharpened the choices available to young consumers. As stated in "(Desi Ana Khoirun Nisak & Sri Eka Asutiningsih, 2021)(Desi Ana Khoirun Nisak & Sri Eka Asutiningsih, 2021)(Desi Ana Khoirun Nisak & Sri Eka Asutiningsih, 2021)(Desi Ana Khoirun Nisak & Sri Eka Asutiningsih, 2021)", the increasing number of GSM-based mobile SIM cards on the market means customers have many options when choosing which card to use. Various operators compete by promising the widest network coverage, the largest data allowances, or the lowest prices. However, in practice, high school students, as savvy consumers, do not focus solely on price. They have evolved into critical buyers capable of assessing a brand's value based on real-world experiences and peer recommendations.

Brand image plays a central role in this decision-making process. The study (Hasan & Sopacua S.Sos, 2023)(Hasan & Sopacua S.Sos, 2023)(Hasan & Sopacua S.Sos, 2023)(Hasan & Sopacua S.Sos, 2023) confirms that young people, including students, are the primary target of prepaid SIM card marketing, as they are seen as more digitally savvy and recognized as innovators within Indonesia's technology ecosystem. A strong brand not only promises quality but also builds a social identity for its users. High school students tend to choose brands that align with the values they hold and the image they wish to project. On the other hand, price remains a practical consideration, given the budget constraints of this demographic.(Desi Ana Khoirun Nisak & Sri Eka Asutiningsih, 2021) emphasizes that price is a factor customers weigh when purchasing goods. They are adept at calculating the value for money between the amount of internet data and the cost, but they do not simply choose the cheapest option without considering other factors.

What matters most is the quality of the product as directly experienced.(Bungatang & Reynel, 2021) defines service quality as the efforts a company makes to meet its customers' expectations. Data download speeds, connection stability during video conferences, and signal coverage in school areas are tangible factors that influence their satisfaction and loyalty. A single negative experience can permanently alter their choice. Findings from other sectors further support the complexity of these young consumers' decision-making. A study(Vidiyanto & Ugy Soebiantoro, 2022) in the retail sector found that product quality and marketing have a significant positive impact

³ [Databoks.katadata.co.id: Indonesia's mobile operator revenue increased in the first half of 2022](https://databoks.katadata.co.id)

on purchase decisions, while price can have a negative impact, indicating that price sensitivity varies depending on the context. Meanwhile, the study (Losung & Wenas, 2022) in the food and beverage sector shows that in addition to product and price, location is also a determining factor. However, the context of prepaid card usage within an educational environment demands a different approach, where physical location is no longer the primary factor, but rather network quality and ease of digital access.

Although various studies have examined the aspects influencing mobile card purchase decisions, specific focus on high school students within the context of educational digitalization remains limited. Previous studies have primarily focused on general consumers or other industrial sectors, thus failing to fully capture the unique characteristics of Generation Z in an academic setting. Meanwhile, this segment represents a generation of digital natives with specific characteristics and needs. Based on this *research gap*, this study was conducted to comprehensively analyze the impact of brand, price, and product quality on the decision to purchase prepaid mobile SIM cards among high school students. It is hoped that the study's findings will contribute both theoretically to the development of marketing science—particularly in understanding Generation Z consumer behavior—and practically to telecommunications service providers in designing targeted strategies for a student segment that is increasingly discerning and *digitally savvy*.

LITERATURE REVIEW

Theoretical Review

The Theory of Planned Behavior (TPB) (Icek(Ajzen, 2019b)(Ajzen, 2019b)(Ajzen, 2019b)(Ajzen, 2019b) is a highly influential social-psychological theory widely applied in various contexts, as evidenced by thousands of empirical papers in the *Web of Science* database (Bosnjak et al., 1841) According to TPB, human behavior is guided by three core beliefs. Behavioral beliefs shape a person's attitude toward a particular behavior. Normative beliefs generate subjective norms, which reflect perceived social pressure. Meanwhile, control beliefs give rise to perceptions of behavioral control, which are related to self-efficacy.

Structurally, attitudes and subjective norms directly influence a person's *intention*, and this influence is moderated by the perception of behavioral control. The more favorable the attitude and subjective norm, and the greater the perception of control, the stronger the intention to behave will be. This intention is then considered a direct antecedent of actual behavior, provided the individual possesses adequate actual behavioral control. If the perception of control aligns with reality, it can serve as a proxy for actual control and directly predict behavior (Ajzen, 2019a). Thus, the TPB provides a comprehensive framework for analyzing the cognitive processes underlying the formation of intention and the manifestation of behavior.

Brand Image

Brand image is defined as the mental representation of a brand as reflected in the brand associations held in customers' memories (Keller, 1993), as cited in the article "(Wu et al., 2020)(Wu et al., 2020)(Wu et al., 2020)(Wu et al., 2020)". This concept helps customers understand their needs and expectations regarding a brand, and compare a brand with its competitors (Vidianto & Ugy Soebiantoro, 2022). Brand image can change over time, influencing how consumers perceive and interact with a brand, including when evaluating a product or service before making a purchase, as stated by (Valarie A. Zeithaml, 1988) cited in the journal (Zhao et al., 2021). In a competitive environment, creating a positive brand image is paramount for effectively positioning a product in the market (Hosany et al., 2006; (Wu et al., 2020)).

Additionally, brand image strength is measured through indicators such as the strength of brand associations in consumers' memories, the superiority of product attributes—such as signal stability, service suitability during the technical activation process, and package availability—as well as consumers' confidence in the tangible benefits derived from using the product. These seven indicators collectively illustrate how perceptions of a mobile provider brand are formed and serve as critical considerations for customers before making a purchase decision.

Previous research has demonstrated that brand image has a positive impact on purchase intention. For example, ((Erdil, 2015); as cited in (Mao et al., 2020)(Mao et al., 2020)(Mao et al., 2020)(Mao et al., 2020) found that brand image has a positive impact on store image and consumer perceptions, as well as their purchase intention. The study (Lien et al., 2015) indicates that brand image is a critical determinant that directly influences purchase intention, consistent with the findings of (Mao et al., 2020)(Mao et al., 2020)(Mao et al., 2020)(Mao et al., 2020). Furthermore, the purchase decision is the stage where consumers actually form preferences among the available brands within a set of options and make a purchase. In line with this phenomenon, the results of the study (Arianty & Andira, 2021) indicate that brand image has a significant positive effect on purchase decision, where the better

the customer's perception of the product's identity and reputation, the higher the tendency to make a purchase. This is supported by the findings of (Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022), which confirm that a strong brand image—measured through the dimensions of corporate image, user image, and product image—is a key determinant for consumers in selecting prepaid card services amidst a competitive market. Thus, it can be concluded that brand image plays a significant role in shaping consumer purchasing behavior.

Price

Price is a key aspect of the marketing mix that directly influences customer perceptions and decisions. In a marketing context, price is defined as the monetary value charged to customers in exchange for the utility they derive from a product or service (Kotler, P., Keller, K. L., & Chernev, 2020). According to (Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022)(Vidiyanto & Ugy Soebiantoro, 2022) in the telecommunications industry, price perception plays a crucial role, where the affordability of data package prices and the alignment of the value received with the costs incurred are key considerations for customers. Therefore, appropriate pricing is crucial in shaping purchase intent and consumer loyalty.

Price is assessed based on dimensions developed (Arianty & Andira, 2021). These price dimensions consist of four main points that also serve as research indicators: price affordability related to consumers' purchasing power; price-quality alignment reflecting the objective value of the product; price competitiveness comparing the brand's position against competitors; and price alignment with the perceived utility of the product. The use of these identical dimensions and indicators aims to ensure that the measurement of price variables is conducted consistently and is capable of accurately reflecting the economic value perception from the respondents' perspective.

Based on previous literature reviews, price has been shown to have a significant impact on customer purchase intent. Several studies, such as those by Yuan et al. (2019), Suhud and Willson (2019), and Zhao et al. (2021) in the article (Henry Wasosa, 2025)(Henry Wasosa, 2025)(Henry Wasosa, 2025)(Henry Wasosa, 2025), indicate that price is a key determinant in the purchase decision-making process. In the context of mobile market competition in Indonesia, (Vidiyanto & Ugy Soebiantoro, 2022) emphasizes that price is a crucial consideration for consumers, particularly among cost-sensitive users, where affordability often serves as the primary determining factor compared to other features. This is supported by (Arianty & Andira, 2021)(Arianty & Andira, 2021)(Arianty & Andira, 2021)(Arianty & Andira, 2021), which explains that while product quality and brand image play important roles, the alignment of price and perceived benefits remains the foundation for customers' purchasing decisions. Combining these two perspectives demonstrates that a competitive pricing strategy is essential to attract consumer interest amidst the abundance of alternative telecommunications service providers. In conclusion, price is not merely a number but a complex construct that influences perceived value and ultimately determines purchase intent.

Product Quality

Product quality is a key construct influencing consumer perception and behavior. In the study “(Sun & Yoon, 2022)(Sun & Yoon, 2022)(Sun & Yoon, 2022)(Sun & Yoon, 2022), product quality is defined as the level of quality perceived by consumers, shaped through their subjective evaluations. This quality is not assessed solely based on the product's composition or physical characteristics but also involves sensory factors such as color, sound, and scent, as well as perceptual factors such as the price-quality correlation, brand awareness, brand image, and store image (Han, 2013, as cited in (Sun & Yoon, 2022)). This definition emphasizes that product quality is a holistic perception formed in the consumer's mind, encompassing both functional and psychological aspects.

The dimensions of product quality can be viewed from two main aspects: utilitarian benefits and perceived benefits. Utilitarian benefits refer to the fulfillment of the product's functional and practical needs. If this aspect is met, it will have a positive impact on consumer satisfaction. Conversely, failure to meet utilitarian aspects can lead to dissatisfaction (Cronin & Taylor, 1992, as cited in (Sun & Yoon, 2022)). Meanwhile, perceived benefits relate to the values associated with the product, such as an eco-friendly image, which can enhance consumers' overall evaluation of the product. In the context of eco-friendly products, quality is not only about product performance but also about the ethical and environmental values it embodies.

The indicators used to assess product quality (Sun & Yoon, 2022) focus on consumers' subjective perceptions. The operational indicators include consumers' assessments of the product's superiority, the product's alignment with expectations, and the belief that the product offers greater value compared to conventional products. These three indicators are measured using a Likert scale, which reflects the degree of consumer agreement with statements describing product quality.

Regarding the critical role of product quality in influencing purchase decisions, this is strongly supported by recent empirical findings from “(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022) , which indicate that technical attribute advantages such as signal stability and data access speed are the primary determining factors for consumers in selecting mobile services. This aligns with the argument in “(Arianty & Andira, 2021)(Arianty & Andira, 2021)(Arianty & Andira, 2021)(Arianty & Andira, 2021) , which states that product quality, as tangibly perceived by consumers, builds trust that ultimately drives purchasing behavior. These findings reaffirm that product quality remains a fundamental pillar in marketing strategies to win the competition in the dynamic telecommunications market.

2.1.4 Purchase Decisions

The purchase decision—a critical stage—is defined as an individual’s final choice to purchase a product or service after undergoing a series of considerations. As the primary theoretical foundation, *the Theory of Planned Behavior* (TPB) from (Ajzen, 2019) provides a comprehensive framework for analyzing this process. This theory asserts that behavioral intention, which is a direct antecedent of the actual purchase decision (Ajzen, 2019), is shaped by three main cognitive dimensions: Attitude toward the Behavior, which is a positive or negative evaluation of the purchase action; Subjective Norm, which refers to the perception of social pressure from close associates (such as friends or family) to make or not make a purchase; and Perceived Behavioral Control, which is an individual’s opinion regarding the difficulty or ease of carrying out the purchase.

According to the (Lubis et al., 2024) The dimensions of the purchase decision include recognizing the need for a product, searching for information about available alternatives, evaluating options based on specific criteria, the purchasing process itself, and post-purchase evaluation of satisfaction with use. Their findings also apply in a digital environment, where social factors and product evaluation are often more dominant than behavioral control.

Therefore, in the context of this study, the purchase decision for prepaid mobile phone cards among high school students is operationalized as the dependent variable, measured through behavioral and cognitive indicators, with *Purchase Intention* serving as a direct proxy for the decision, Benefit-Cost Considerations, which include evaluations of price, data allowance, and network quality, as well as Actual Action Taken to purchase or recharge a specific card. Thus, the purchase decision is understood as the final outcome of a complex process influenced by personal beliefs, social pressure, and functional considerations.

Based on the theoretical framework outlined above, *the Theory of Planned Behavior* (TPB) provides a solid and comprehensive foundation for analyzing the cognitive processes underlying Purchase Decisions. This theory asserts that behavioral intention, as a direct antecedent of actual behavior, is jointly shaped by behavioral attitudes, perceived behavioral control, and subjective norms.

2.2 Conceptual Framework

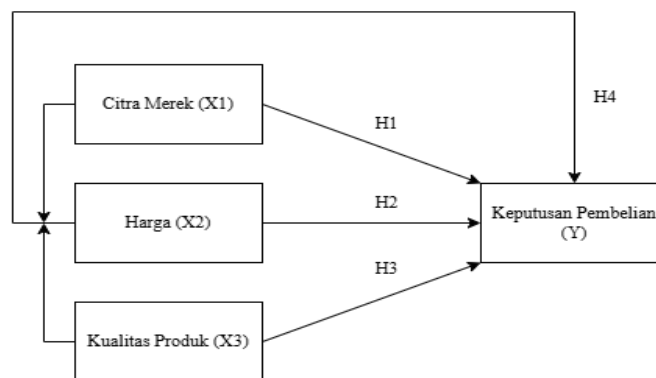


Figure 2. Conceptual Framework

Research Hypotheses

- H1 : Brand image has a significant positive effect on purchasing decisions
- H2 : Price has a significant positive effect on purchasing decisions
- H3 : Product quality has a significant positive effect on purchasing decisions
- H4 : Brand Image, Price, and Product Quality simultaneously have a significant positive effect on purchasing decisions

METHOD

This study employs an associative quantitative method to evaluate the causal relationship between the independent variables (Brand Image, Price, Product Quality) and the dependent variable (Purchase Decision) using an explanatory design based on the theoretical framework of (Kotler, P., & Armstrong, 2008). The study population consists of all high school students in Indonesia, with a focus on the 1,375 students at State High School 1 Cilimus. A sample of 178 students was determined using the Slovin formula (7% margin of error) and the Proportionate Stratified Random Sampling technique. Primary data were collected via a 5-point Likert scale questionnaire, while secondary data were obtained from school reports, the Central Statistics Agency (BPS), journals, and previous studies. Data analysis techniques included validity testing ($p\text{-value} < 0.05$), reliability testing (Cronbach’s Alpha > 0.70), classical assumption testing (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, as well as partial and simultaneous hypothesis testing. The research was conducted over a one-month period in December 2025 at State Senior High School 1 Cilimus, Kuningan Regency, West Java.

RESULTS AND DISCUSSION

Results

Validity Test

The technique used to assess or ensure the validity of a questionnaire is validity analysis, in which the results of the validity test indicate that the questionnaire must be designed to measure what it is intended to measure when used to collect data. The validity of a questionnaire item is determined by its ability to identify the variable intended for evaluation. To assess the validity of the instrument, a comparison is made between the calculated r value and the table r value at a 5% significance level for a sample size of n , using the following criteria: a statement is considered valid and suitable for use in research if the calculated $r > \text{table } r = 0.1471$ and the significance level $< \alpha = 0.05$; conversely, a statement is considered invalid (not suitable for use) if calculated $r < \text{table } r = 0.1471$ and the significance level $> \alpha = 0.05$.

Table Results of the Validity

Variabel	Indikator	R tabel	R hitung	Status
Brand Image	P1	0.1471	.553	VALID
	P2		.763	VALID
	P3		.553	VALID
	P4		.366	VALID
	P5		.763	VALID
	P6		.605	VALID
	P7		.678	VALID
Price	P1		.719	VALID
	P2		.437	VALID
	P3		.904	VALID
	P4		.904	VALID
Product Quality	P1		.842	VALID
	P2		.876	VALID
	P3		.923	VALID
	P4	.876	VALID	
Purchase Decision	P1	.809	VALID	
	P2	.753	VALID	
	P3	.677	VALID	
	P4	.742	VALID	
	P5	.859	VALID	

Source: IBM SPSS Version 22 for Windows Output

Based on the validity test results, all indicators for the variables Brand Image, Price, Product Quality, and Purchase Decision have calculated r values greater than the critical r value of 0.1471. This indicates that all items in the questionnaire are valid and capable of accurately measuring the variables under study. Therefore, all indicators are suitable for use in further research analysis.

Reliability Test

Reliability is an index that reflects the consistency of an assessment instrument in evaluating similar symptoms. All instruments must be capable of producing stable and reliable results (Husein & Umar, 2005). According to (Ghozali, 2021), reliability serves as a method for assessing a questionnaire as an indicator of a variable, based on the following criteria: when the Cronbach’s Alpha coefficient is greater than 0.70, the scale is considered reliable; conversely, if the Cronbach’s Alpha coefficient is less than 0.70, the scale is deemed unreliable.

Table Results of the Reliability

Variable	Cronbach's Alpha	Status
Brand Image	.714	RELIABEL
Price	.735	RELIABEL
Product Quality	.896	RELIABEL
Purchase Decision	.817	RELIABEL

Source: IBM SPSS Version 22 for Windows Output

The reliability test results show that all variables have Cronbach’s Alpha values above 0.70, specifically Brand Image at 0.714, Price at 0.735, Product Quality at 0.896, and Purchase Decision at 0.817. This indicates that all research variables are reliable, meaning the research instrument has a high level of consistency in measuring the variables under study.

Classical Assumption Tests

Normality Test

A normality test is used to determine whether the independent variable, the dependent variable, or both follow a normal distribution, are approximately normal, or are not. A regression model with normally distributed or approximately normally distributed data is ideal.

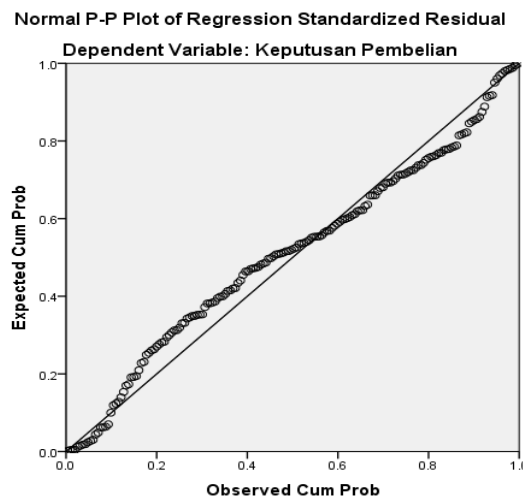


Figure Results of the Normality Test

Source: Output from IBM SPSS Version 22 for Windows

This pattern meets the conditions for regression model normality, as shown in the graph above, where the residual points are arranged in an orderly manner along a diagonal line, and their distribution follows the diagonal line. The regression model can be applied to estimate purchasing decisions based on the analyzed independent variables.

Multicollinearity Test

The purpose of the multicollinearity test is to identify correlations among the independent variables in a regression model. There are no significant correlations among the independent variables in the regression model. The *Variance Inflation Factor* (VIF) and *Tolerance* approaches are also techniques used to determine whether a regression model exhibits multicollinearity. Researchers most frequently use the VIF and Tolerance models.

Table Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.523	3.037		1.489	.138		
Citra Merek	.226	.080	.203	2.843	.005	.998	1.002
Harga	.273	.108	.180	2.517	.013	.997	1.003
Kualitas Produk	.202	.082	.177	2.474	.014	.996	1.004

a. Dependent Variable: Keputusan Pembelian

Source: Output from IBM SPSS Version 22 for Windows

The criteria for testing multicollinearity are as follows: H1 states that multicollinearity occurs when the VIF value is ≥ 10 and the tolerance value is ≤ 0.10 , while H0 states that multicollinearity does not occur when the VIF value is ≤ 10 and the tolerance value is ≥ 0.10 . Based on the output from SPSS version 22 for Windows, the following results were obtained: the Brand Image variable has a tolerance value of 0.998 and a VIF value of 1.002; the Price variable has a tolerance value of 0.997 and a VIF value of 1.003; the Product Quality variable has a tolerance value of 0.996 and a VIF value of 1.004. The conclusion drawn is that all independent variables show a tolerance value > 0.10 and a VIF value < 1.0 , indicating the absence of multicollinearity in the regression model.

Heteroscedasticity Test

The purpose of the Heteroscedasticity Test is to determine whether the regression model between independent variables is valid (Sig.). There is an imbalance in the residual variance from different observations in the regression model.

Table Results of the Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.100	2.054		2.483	.014		
Citra Merek	-.031	.054	-.043	-.568	.571	.998	1.002
Harga	-.127	.073	-.130	-1.735	.085	.997	1.003
Kualitas Produk	-.027	.055	-.036	-.484	.629	.996	1.004

a. Dependent Variable: Abs_RES

Source: Output from IBM SPSS Version 22 for Windows

Referring to the SPSS Version 22 for Windows output above, the Brand Image variable has a significant effect with a value of $0.571 > 0.05$, indicating no heteroscedasticity, and the Price variable has a significant effect with a value of $0.085 > 0.05$, indicating no heteroscedasticity. Additionally, the Product Quality variable has a significant effect with a value of $0.629 > 0.05$, indicating no heteroscedasticity. Therefore, all three independent variables have (sig.) ≥ 0.05 , indicating no heteroscedasticity in the data.

Multiple Linear Regression Analysis

The analysis was used to determine the extent of the impact of the *independent* variables—Brand Image, Price, and Quality on the *dependent* variable, namely the purchase decision.

Calculations using IBM SPSS Version 22 for Windows yielded the following results:

Table Results of Multiple Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.523	3.037		1.489	.138
	X1	.226	.080	.203	2.843	.005
	X2	.273	.108	.180	2.517	.013
	X3	.202	.082	.177	2.474	.014

a. Dependent Variable: Y

The multiple linear regression equation obtained through the analysis is as follows:

$$Y = 4.523 + 0.226 X_1 + 0.273 X_2 + 0.202 X_3$$

The equation can be interpreted as follows:

- The regression coefficient for the Brand Image variable (X1) is 0.226, which means that when the Brand Image variable (X1) increases while other variables remain constant (*ceteris paribus*), customer purchase decisions increase.
- The regression coefficient for the Price variable (X2) is 0.273, which means that when the Price variable (X2) increases while other variables remain constant (*ceteris paribus*), customer purchase decisions increase.
- The regression coefficient for the Product Quality variable (X3) is 0.202, which is significant; when the Product Quality variable (X3) increases while other variables remain constant (*ceteris paribus*), customer purchase decisions increase.

The independent variable with the highest value is the Price variable with a coefficient of 0.273, followed by the Brand Image variable with a coefficient of 0.226, and the Product Quality variable with a coefficient of 0.202.

Hypothesis Testing

T-Test (Partial)

To determine whether independent variables have an effect on the dependent variable, a t-test is used.

Table Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.523	3.037		1.489	.138
	X1	.226	.080	.203	2.843	.005
	X2	.273	.108	.180	2.517	.013
	X3	.202	.082	.177	2.474	.014

a. Dependent Variable: Y

Source: IBM SPSS Version 22 for Windows Output

Analysis of the table shows that the three independent variables Brand Image, Price, and Product Quality have a significant positive effect on the dependent variable, namely Purchase Decision.

- The Brand Image variable (X1) has a significance value of $0.005 < \alpha = 0.05$, as seen from the calculated $t\text{-value} = 2.843 > \text{table } t\text{-value} = 1.9736$, indicating that the Purchase Decision variable (Y) is positively and significantly influenced by the Brand Image variable (X1)
- The Price variable (X2) has a significance value of $0.013 < \alpha = 0.05$, and based on the calculated $t\text{-value } t_{(calc)} = 2.517 > \text{table } t\text{-value } t_{(table)} = 1.9736$, it is concluded that the Purchase Decision variable (Y) is significantly and positively influenced by the Price variable (X2)
- The Product Quality variable (X3) has a significance value of $0.014 < \alpha = 0.05$, and the calculated $t\text{-value } t_{(calc)} = 2.474 > \text{table } t\text{-value } t_{(table)} = 1.9736$; thus, the result indicates that the Purchase Decision variable (Y) is significantly and positively influenced by the Product Quality variable (X3)

F-Test (Simultaneous)

To determine the simultaneous impact of students' perceptions of Brand Image, Price, and Product Quality on the Purchase Decision for Prepaid Mobile Phone Services, an F-test was conducted using IBM SPSS Version 22 for Windows, yielding the following results:

Table F-Test Results
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	131.711	3	43.904	7.368	.000 ^b
	Residual	1036.789	174	5.959		
	Total	1168.500	177			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: IBM SPSS Version 22 for Windows Output

The F-test results yielded a significance value of $0.000 < \alpha = 0.05$, with $F_{\text{calculated}} = 7.368 > F_{\text{table}} = 2.66$. In conclusion, the variables Brand Image (X1), Price (X2), and Product Quality (X3) simultaneously have a significant positive effect on Purchase Decision (Y).

4.5.3 Simultaneous Coefficient of Determination

To determine the extent of the role of brand, price, and product quality on simultaneous purchase decisions, we refer to the *Adjusted R-Square* value in the *Model Summary* table.

Table 4.17
Simultaneous Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.336 ^a	.113	.097	2.441	.113	7.368	3	174	.000

a. Predictors: (Constant), X3, X1, X2

Source: IBM SPSS Version 22 for Windows output

Referring to the *Model Summary* table, the *Adjusted R-Square* value is 0.097; therefore, it can be concluded that the combined effect of price, product quality, and brand image on the decision to purchase prepaid mobile phone services is 9.7%, while the remaining 90.3% is influenced by other factors.

Discussion of Research Results

The Effect of Brand Image on the Purchase Decision of Prepaid Mobile Phone Service Products

Referring to Table 4.13, a significance value of $0.005 < \alpha = 0.05$ is obtained, and the $t_{\text{calculated}} = 2.843 > t_{\text{table}} = 1.9736$. This indicates that brand image has a positive and significant impact on the decision to purchase prepaid mobile phone service products; thus, as students' perceptions of the brand image of prepaid mobile phone service products increase, this will lead to an increase in the decision to purchase such products. Scientifically, this phenomenon occurs because brand image serves as a representation of quality and credibility in the eyes of students. In the highly competitive telecommunications industry, students tend to rely on brand reputation as a guide to mitigate concerns about signal disruptions or poor service. A strong brand image fosters trust and a sense of pride, thereby prompting purchasing actions without requiring overly complex evaluation processes.

This finding reinforces the study (Arianty & Andira, 2021), which indicates that the better consumers' perceptions of a product's identity and reputation, the higher the tendency to make a purchase. This is also supported by the findings (Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022), which confirm that in a competitive telecommunications industry, a strong brand image is a key determinant for consumers in choosing prepaid mobile services.

The Influence of Price on Purchase Decisions for Prepaid Mobile Card Services

Referring to Table 4.13, we find that the significance value is $0.013 < \alpha = 0.05$ and the $t_{\text{calculated}} = 2.517 > t_{\text{table}} = 1.9736$. This indicates that price has a positive and significant impact on the decision to purchase prepaid mobile phone service products; thus, if students' perceptions of the price of prepaid mobile phone service products increase, this will lead to an increase in the decision to purchase such products.

These findings indicate that for students, price is not merely a nominal value but a highly sensitive form of value exchange. Given that students generally have limited budgets, they tend to conduct a thorough evaluation of the alignment between the costs incurred and the benefits received. Competitive and varied pricing provides a positive stimulus for students because it is perceived as offering economic efficiency without compromising the communication functionality they need. This creates a perception of high value, encouraging them to make a purchase decision immediately. Consistent findings in (Vidianto & Ugy Soebiantoro, 2022) state that for mobile service consumers, the affordability of data packages and the alignment of the value received with the costs incurred are primary considerations. Additionally, (Arianty & Andira, 2021) also emphasize that the alignment of price with the benefits received remains a fundamental basis for consumers in making purchasing decisions.

The Influence of Product Quality on Purchase Decisions for Prepaid Mobile Phone Service Products

Referring to Table 4.13, the significance value is $0.014 < \alpha = 0.05$, and the calculated t -value is $2.474 > t_{table} = 1.9736$, meaning that Product Quality has a positive and significant effect on the purchase decision for prepaid mobile phone service products; thus, if students' perceptions of the Product Quality of prepaid mobile phone services increase, this will lead to an increase in the decision to purchase such products. This finding reinforces that product quality is a fundamental determinant in meeting consumers' functional expectations. For students, the quality of mobile phone service is not only assessed based on the stability of the internet connection but also on signal reliability across various locations and consistent data access speeds. When a product delivers stable performance and minimizes technical disruptions, a sense of subjective satisfaction emerges, reinforcing students' belief that the product is the best solution for their communication and educational needs. It is these superior features and service durability that ultimately transform interest into actual purchasing behavior. These results are consistent with the findings of the study "(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)", which indicates that the superiority of technical attributes such as signal stability and data access speed are the primary determinants capable of mitigating price sensitivity among consumers. This is reinforced by (Arianty & Andira, 2021), which states that product quality, as perceived by customers, builds trust that ultimately drives purchasing behavior.

The Influence of Brand Image, Price, and Product Quality on Purchase Decisions for Prepaid Mobile Phone Services

The results of the study, analyzed using IBM SPSS version 22 for Windows, indicate that Brand Image, Price, and Product Quality simultaneously have a significant impact on the purchase decision for prepaid mobile phone services. The F -test revealed a significance value of $0.000 < \alpha = 0.05$ and an $F_{calculated}$ value of $7.368 > F_{table} = 2.66$, H_0 is rejected, and H_1 states that "students' perceptions of the aspects influencing purchase decisions (Product Quality, Price, Brand Image) simultaneously have a significant positive impact on the decision to purchase prepaid mobile phone services. This finding is empirically supported by the study "(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)(Vidianto & Ugy Soebiantoro, 2022)", which confirms that product quality and brand image consistently play a significant positive role in purchase decisions. This demonstrates that the integration of brand identity perception, economic value (price), and technical reliability (quality) collectively shapes consumer confidence in selecting mobile phone service products. Based on the partial coefficient of determination, an *Adjusted R-Square* value of 0.97 was obtained, indicating that Brand Image, Product Quality, and Price have a significant positive effect of 9.7%, while the remaining 90.3% is influenced by other factors.

CONCLUSION

Referring to the findings and data analysis conducted regarding the influence of brand image, price, and product quality on the purchase decisions of prepaid mobile phone cards among students at State High School 1 Cilimus, several conclusions were drawn:

1. Analysis of Brand Image on Purchase Decisions: Brand image was found to have a significant positive influence on purchase decisions. This indicates that the stronger and more positive students' perceptions of a mobile operator brand both in terms of credibility and the social identity it conveys the higher their tendency to decide to use that product.
2. Analysis of Price on Purchase Decisions: Price has a significant positive influence on partial purchase decisions. For the student segment, price is not merely about a low nominal cost, but rather the value for money the balance

- between the cost incurred and the amount of data allowance received. The results of this study emphasize that price is a highly dominant factor influencing students' purchase decisions.
3. Analysis of Product Quality on Purchase Decisions: Product quality has a significant positive influence on partial purchase decisions. Connection stability, internet access speed, and the extent of signal coverage in school areas are the primary quality parameters students consider to support their digital learning activities.
 4. Analysis of Brand Image, Price, and Product Quality: These factors simultaneously have a significant influence on the decision to purchase prepaid mobile SIM cards. The combination of a positive brand perception, competitive pricing, and reliable network quality collectively determines students' final choice within a competitive digital ecosystem.

REFERENCES

- Ajzen, I. (2019a). *TPB diagram Retrieved*. <https://people.umass.edu/aizen/tpb.diag.html>
- Ajzen, I. (2019b). TPB Questionnaire Construction Constructing a Theory of Planned Behaviour Questionnaire. *University of Massachusetts Amherst*, 1–7. <http://people.umass.edu/~aizen/pdf/tpb.measurement.pdf>
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50. <https://doi.org/10.30596/maneggio.v4i1.6766>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (1841). *Editorial The Theory of Planned Behavior : Selected Recent Advances and Applications*. April 2020.
- Bungatang, B., & Reynel, R. (2021). The Effect of Service Quality Elements on Customer Satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(2), 107–118. <https://doi.org/10.52970/grmapb.v1i2.102>
- Desi Ana Khoirun Nisak, & Sri Eka Asutiningsih. (2021). *2021 Desi Ana Khoirun Nisak, Sri Eka Astutiningsih*. 7(1), 41–48.
- Erdil, T. S. (2015). Effects of Customer Brand Perceptions on Store Image and Purchase Intention: An Application in Apparel Clothing. *Procedia - Social and Behavioral Sciences*, 207, 196–205. <https://doi.org/10.1016/j.sbspro.2015.10.088>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 ((10th ed.))*. Badan Penerbit Universitas Diponegoro.
- Hasan, M., & Sopacua S.Sos, Y. (2023). Promosi Kartu Perdana By.U Oleh Perusahaan Telkomsel Dalam Menjangkau Pasar Anak Muda. *Jurnal Ilmu Komunikasi Pattimura*, 2(1), 320–341. <https://doi.org/10.30598/jikpvol2iss1pp320-341>
- Henry Wasosa. (2025). Influence of Psychological Well-Being and School Factors on Delinquency , During the Covid-19 Period Among Secondary School Students in Selected Schools in Nakuru County : Kenya. *International Journal of Research and Innovation in Social Science (IJRISS)*, VII(2454), 1175–1189. <https://doi.org/10.47772/IJRISS>
- Husein, & Umar. (2005). *Metode Penelitian Untuk Skripsi Dan Tesis Bisnis (Vol. 6)*. Rajawali Pers.
- Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed). Prentice Hall.
- Kotler, P., Keller, K. L., & Chernev, A. (2020). *Marketing management* (16th ed.). Pearson Education.
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Losung, Y. H., & Wenas, R. S. (2022). Effect of Product Quality, Advertising and Price Perception on Consumer Satisfaction of Telkomsel Prepaid Card Users in Pasan District. *Arie 401 Jurnal EMBA*, 10(1), 401–411.
- Lubis, Z. A., Musahidah, U., & Sa'adah, S. (2024). Faktor-Faktor Yang Memengaruhi Keputusan Pembelian Di Shopee Live Menggunakan Theory of Planned Behavior. *GREAT: Jurnal Manajemen Dan Bisnis Islam*, 1(2), 236–251. <https://doi.org/10.62108/great.v1i2.755>
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., Ma, J., Bonaiuto, F., & Bonaiuto, M. (2020). Apple or Huawei: Understanding flow, brand image, brand identity, brand personality and purchase intention of smartphone. *Sustainability (Switzerland)*, 12(8), 1–22. <https://doi.org/10.3390/SU12083391>
- Sun, Z. Q., & Yoon, S. J. (2022). What Makes People Pay Premium Price for Eco-Friendly Products? The Effects of Ethical Consumption Consciousness, CSR, and Product Quality. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/su142315513>
- Valarie A. Zeithaml. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence Evidence. " *Journal of Marketing*, 52 (July), 2–22., 52(5), 2–22.
- Vidianto, R., & Ugy Soebiantoro. (2022). PENGARUH BRAND IMAGE, KUALITAS PRODUK DAN PROMOSI

ANALYSIS OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY THAT INFLUENCE CONSUMER DECISIONS WHEN PURCHASING PREPAID MOBILE PHONE SERVICES

Dika Julian Andita and Aang Curatman

TERHADAP KEPUTUSAN PEMBELIAN KARTU PERDANA IM3 PRABAYAR BY INDOSAT DI KOTA TUBAN, JAWA TIMUR. *JWM (JURNAL WAWASAN MANAJEMEN)*, 10(3), 188–197. <https://doi.org/10.20527/jwm.v10i3.209>

Wu, W. Y., Do, T. Y., Nguyen, P. T., Anridho, N., & Vu, M. Q. (2020). An integrated framework of customer-based brand equity and theory of planned behavior: A meta-analysis approach. *Journal of Asian Finance, Economics and Business*, 7(8), 371–381. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.371>

Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12(December), 1–11. <https://doi.org/10.3389/fpsyg.2021.720151>

Notes:

- Manuscripts/papers are written in a ready- made DOC format and are ready to print according to the provided template
- The length of the manuscript/paper is about 6–10 pages and typed 1 space