

The Influence of Price, Service Quality, and Brand Image on Customer Satisfaction of IM3 Indosat Ooredoo Prepaid Card Users in Jember

RICKY DWI BAHARUDIN

Study Program Of International Marketing Management

Majoring Of Business

ABSTRACT

The increasing level of competition in the telecommunications industry drives telecommunications service providers to ensure customer satisfaction; companies need to offer competitive rates, adequate service quality, and a positive brand reputation in the eyes of consumers. This study aims to ascertain and evaluate the degree to which consumer satisfaction with IM3 Indosat Ooredoo prepaid cards in Jember Regency is influenced by pricing, service quality, and brand image. This study used a quantitative approach, and 100 respondents who use IM3 Indosat Ooredoo prepaid cards in Jember Regency were given questions to complete. The validity and reliability of the instruments, classical assumption tests, multiple linear regression analysis, coefficient of determination measurement, and hypothesis testing using t-tests and F-tests carried out with the aid of SPSS version 27 were just a few of the steps in the analysis of the research data. The results of the study show that pricing significantly and favorably affects raising consumer satisfaction. The computed t-value of 2.017 and the significance level of 0.047, which is less than the significance threshold of 0.05, make this clear. Customer satisfaction is positively impacted by the service quality variable, although this effect is not statistically significant. A t-value of 1.895 with a significance level of 0.061, which is higher than 0.05, shows this. Conversely, customer satisfaction was shown to be positively and significantly impacted by the brand image variable, with a t-value of 4,766 and a significance level of 0.000, which is less than 0.05. With an estimated F-value of 61.675 and a significance level of $0.000 < 0.05$, the factors of price, service quality, and brand image simultaneously have a positive and significant impact on customer satisfaction with IM3 Indosat Ooredoo prepaid cards in Jember Regency. It can be inferred

that consumer happiness with IM3 prepaid card services in Jember Regency increases with pricing appropriateness, service quality, and the strength of IM3 Indosat Ooredoo's brand.

Keywords: Brand Image, Customer Satisfaction, Price, Service Quality.