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## Analysis of Customer Value, Promotion, and Customer Experience on the Decision to Purchase Perdana XL Card at PGRI Kediri Nusantara University Student

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### INFO ARTIKEL

### Abstract

#### Keywords:

Customer Value, Promosi, Customer Experience, Purchasing Decisions, XL Starter Card

*This research aims to determine and analyze the influence of customer value, promotions and customer experience on the decision to purchase an XL starter card among students of the Nusantara PGRI Kediri University management study program who use an XL starter card with a total sample of 97 respondents who have used an XL starter card. distributed and filled out questionnaires. This research uses a purposive sampling technique to determine the respondents and uses the Lemeshow formula to determine the sample because the size of the population in this study is unknown. Questionnaires were distributed to PGRI Nusantara Kediri University students who were familiar with all XL services and products and had used XL starter cards for more than one to two months. Next, data analysis uses validation tests, reliability tests, simple linear regression tests, and t tests. The research results show that customer value, promotions and customer experience have a significant influence on the decision to purchase XL starter cards.*

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### Introduction

The world of Indonesian telecommunications is currently filled with telecommunications systems that use Global Mobile System (GSM) technology, which is a wireless communication system that is developed and used throughout the world. The growth of digital communications technology or the GSM cellular business is growing very rapidly. The current sources of competitive advantage are innovation and creativity (Safrizal, 2023). The large interest and need for mobile phones has an impact on the demand for sim cards which is quite high and this is

driving the growth of the cell phone population in Indonesia. Sustainable economic development will be able to contribute significant economic development to all actors in it (Tsai, 2017; Andriani, et al., 2022). Employee performance is a stage of achievement as an employee's work achievement (Safrizal et al. 2020).

Cellular operator companies are trying to be required to provide offers and services that are much better in line with what consumers currently want, considering that what consumers currently want or expect is the need for internet data quota to support work, communicate and search for information, as for students or students getting a large internet quota at a very low cost is something that is expected considering the need to access SMS and telephone is now very low. The era of globalization is always marked by rapid changes in overall economic conditions which cause a number of demands to emerge in response to the changes that occur (Safrizal et al. 2020). What the public actually wants from a cellular operator company at this time is to be able to provide a large internet data quota over a long period of time without any division of time with a strong or consistent network or signal, especially since the government has now issued a policy limiting one NIK to only be used or being able to register three sim cards, this makes people more selective in choosing sim cards, it turns out that this is an added value or benefit that cellular operator companies provide to consumers, something that will influence the choice of product to be used. Human resources are by far the most important asset for an organization (Safrizal et al. 2020).

Along with this development, PT XL Axiata Tbk is trying to provide communication and information facilities with all supporting infrastructure to meet the needs of its customers. This is proven by the status of PT XL which can still continue to exist among the public, even though recently several new competitors have emerged that offer more services. The various quotas and prices offered can be seen in the table as follows:

Tabel 1. List of Data Quotas and XL Internet Prices

Product	Benefit	Price
XTRA combo Lite 3,5 Gb, 30 day	Quota 2G/3G/4G 1,5Gb	Rp. 20.000
	Quota 4G 1Gb	
	Youtube Quota 1Gb	
	Local Quota 4G 1Gb+1.5 Gb	
XTRA combo Lite 6 Gb, 30 day	Quota 2G/3G/4G 3Gb	Rp. 27.000
	Quota 4G 2Gb	
	Youtube Quota 1Gb	
	Local Quota 4G 2Gb+3Gb	
XTRA combo Lite 11Gb, 30 day	Quota 2G/3G/4G 6Gb	Rp. 38.000
	Quota 4G 4Gb	
	Youtube Quota 1Gb	
	Local Quota 4G 4Gb+6Gb	
XTRA combo Lite 21Gb, 30 day	Quota 2G/3G/4G 12Gb	Rp. 62.000
	Quota 4G 8Gb	
	Youtube Quota 1Gb	
	Local Quota 4G 4Gb+12Gb	

Source : [www.xl.co.id](http://www.xl.co.id)

From the table above you can see the various quotas and benefits and the prices that XL provides to consumers are very affordable if you look at the prices paid and the benefits or quotas you get. As one of the telecommunications services

company PT XL tries to meet the needs of its consumers by providing the latest products and services and carrying out continuous promotions with the aim of having a positive impact or influencing consumers to make purchasing decisions. Focus on technologies that enable MCS to be implemented in smart cities, such as task management, data collection, incentive systems, monitoring, and cost-saving tools (Wildan et al., 2023).

With this, understanding customer value, promotions and customer experience is important in the process of developing a new product or service because Customer Value, Promotion and Customer Experience provide clear information regarding consumer assessments of products or services that will be offered or marketed and influence customers in making purchasing decisions. High Quality of Service and client-based communication with AI-enabled services is determined by Quality of Experience (QoE), (Padmapriya et al., 2023).

## **LITERATUR REVIEW**

### **Purchase Decision**

When customers make their own purchasing decisions, a company is successful. As per Kotler in research Saputra (2020) Buying choice is the stage in the purchaser's dynamic cycle where customers really purchase or not buy the item. As indicated by Sciffman and Kanuk (Damianti et al. 2021:14) Choice as a determination of an activity from at least two elective decisions. A customer who wants to choose has to have options. The circumstances that should be met by an organization to find lasting success in contest are attempting to accomplish the objective of making and holding clients. Individual actions regarding a variety of product options and the decision to select one product are referred to as purchasing decisions. These actions are influenced by a variety of factors, including price, location, product, service, and others. Because more consumer purchases will ensure the sustainability of the business itself, purchasing decisions have become crucial to business expansion. Problem recognition, information search, alternative evaluation, purchase decision, and post-purchase are the stages of the purchasing decision process, according to Kotler and Armstrong (2008)'s stages of the purchasing decision indicator. Human Activity Recognition has been researched for the past few years (Victoria, et al., 2022).

### **Customer Value**

Buying choices are unquestionably founded on a few elements. Fulfilling the value of the customer is one of the underlying factors. As per Kotler and Keller in Pramesti and Waloejo (2019) Client esteem makes sense of the consequences of an appraisal of the customer's viewpoint with respect to the distinction in every one of the advantages acquired by the shopper at the expense offered contrasted with choices. The dimensions of customer value are diversity, example: functional value quality/performance, emotional value, value for money (functional value price/value for money), and social value (Sweenay & Soutar (2021); Jannah *et al.*, (2014). For this situation, as per Kotler dan Keller (2012:136) The components of client esteem are the complete client advantages and absolute client costs. Hermawan's (2015) research demonstrates that the customer value variable has a positive and significant impact on the decision to purchase a tour package. As indicated by Kotler and Keller (2012: 136) there are two signs of client esteem, in particular complete client advantages and all out client costs. For this situation, Kotler and Keller in Wibawantoko (2017) depict the advantages got by clients as item benefits, administration benefits, faculty advantages and picture benefits. Customers, on the other hand, incur monetary, time, energy, and psychological

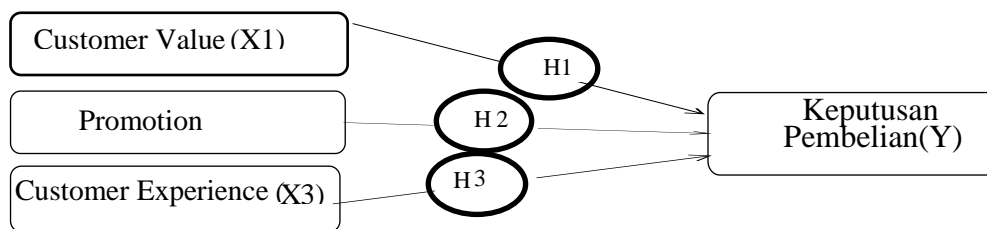
costs in addition to other costs. Previous research found that CSR can increase company value (tarjo et al., 2022).

### Promotion

In business, the primary thing that can impact customers while making buys separated from being founded on a consumerist shopping mentality is alluding to the showcasing exercises gave. If the promotion aims to inform, attract, or encourage customers to use and purchase an XL starter card, it has a role to play in attracting customers, providing services, and providing customers with options regarding the services they have. As per Assauri (2018) Advancement is an organization's work to impact and lure expected purchasers, using all components of the promoting blend. This advancement strategy can't be isolated from the coordinated showcasing blend strategy, so its prosperity or viability is extremely subject to other promoting approaches overall. This issue is upheld by research directed Usmiar dan Nurhamidah (2019) that advancements affect customer buying choices. As per Schmitt, there are 5 signs of advancement, including advancement reach, advancement quality, advancement amount, advancement time, and precision of advancement targets.

### Customer Experience

According to Septian and Handaruwati (2021), Chen and Lin define customer experience as the cognitive recognition or perception of stimulating customer motivation. The value of goods and services may rise as a result of this recognition or perception. The physical and emotional interactions that customers have with a business affect their customer experience. International trade is one of the efforts to increase economic growth and development (Priyadi et al., 2022). The consequences of this communication can have an effect on buyers' psyches and impact shopper appraisals of the organization. The Customer Experience dimensions—think, act, sense, feel, and relate as customer perceptions—support this. This issue is upheld by research led Mailia (2020) In this exploration, just the Think and Act aspects affect framing client unwaveringness at O'Chickeln Gobah. In the mean time, the autonomous factors, in particular self, feel, think, act, and relate, all the while apply impact on the reliant variable. As per Schmitt, there are 5 signs of client experience, including sense, feeling, think, act, and related.



## RESEARCH METHODS

This exploration will utilize a quantitative methodology. Sugiyono (2019:17) says that quantitative research is based on positivism and is used to study specific populations or samples by collecting data with instruments and analyzing quantitative or statistical data to test predetermined hypotheses. This study

employs a quantitative research design to measure and analyze the influence of the dependent variable (XL Starter Card Purchase Decision) on the independent variables (Customer Value, Promotion, and Customer Experience). The examination method utilized in this exploration is purposive testing strategy. as per Sugiyono (2018:138) Purposive examining method is testing utilizing specific contemplations as per the ideal models to decide the quantity of tests to be considered. As indicated by Sugiyono (2020:126) characterizes populace as a summed up region comprising of items/subjects that have specific amounts not entirely settled by scientists to be concentrated and afterward ends drawn. The populace that will be utilized in this exploration is understudies of the Nusantara College PGRI Kediri the executives concentrate on program who utilize XL starter cards, the example size is 97 respondents. Information was gathered through a poll explicitly intended for this exploration. The poll incorporates questions connected with the factors Client Worth, Advancement, Client Experience, and XL Starter Card Buy Choices. Surveys were dispersed to understudies who had utilized XL starter cards for more than one to two months. Information assortment was completed by guaranteeing lucidity of inquiries and guidelines. In order to guarantee the instrument's quality, data were analyzed using a variety of statistical methods, including validity and reliability tests. Then, basic direct relapse investigation is utilized to quantify the impact of the autonomous variable on the reliant variable. The significance of the influence of each independent variable is evaluated using the t test. To obtain valid and dependable analysis results, the data will be processed with statistical software like SPSS (Statistical Package for the Social Sciences). As a financial institution that has an intermediary function, the role of banks is very important in the economic activities of a country, where banks become institutions that distribute funds and as a place for financial transactions, this makes banks unchanged like the pulse in the human body which is very much needed to support the smooth running of a country's economy (Ryandono et al., 2022).

## RESULT

The results of this research were obtained from a total sample of 97 respondents who met the requirements as respondent characteristics, namely consumers who had purchased an XL starter card at Nusantara PGRI Kediri. Distribution of questionnaires was carried out in a closed manner using a 1-5 Likert scale. This research uses 3 independent variables consisting of Customer Value, Promotion and Customer Experience and the dependent variable, namely purchasing decisions.

According to Ghazali (2014:45) reliability testing involves assessing data to measure a questionnaire, which serves as an indicator of a variable. In the realm of scientific research, reliability holds significant importance. It pertains to the extent to which the measuring instruments or questionnaires used in research are reliable and yield consistent results. One metric frequently used to measure reliability is Cronbach's Alpha. Cronbach's Alpha value ranges from 0 to 1, where a higher value indicates a better level of reliability. Our data analysis revealed a high value (0.684), signifying that the measuring instrument exhibits a very good level of consistency in measuring the construct under study. In other words, if you use this measuring tool over various times or with different groups of subjects, you can be confident that the results will be consistent. This type of reliability is crucial because it ensures that your research results are reliable and have higher validity, making a more meaningful contribution to understanding and development in various research fields.

The plotted dots follow a diagonal line, forming the basis for decision-making as quoted from Ghozali (2018:161), Consequently, it can be inferred that the normality test conducted in this research adheres to a normally distributed regression model. The next crucial assumption test is the multicollinearity test. Multicollinearity is a phenomenon where two or more independent variables or exogenous constructs are highly correlated, negatively impacting the model's predictive ability. The VIF value must be  $< 5$ , as an indication of collinearity between constructs emerges if it exceeds 5 (Mahardini et al., 2023). According to Ghozali (2017:107-108) there are no signs of multicollinearity if the Tolerance value is  $> 0.100$  and the VIF value is  $< 10.00$

Table 3. Multicollinearity Test

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
1 (Constant)	7.900	2.539		3.112	.002	
TOTAL_X1	-.012	.062	-.016	-.192	.848	.902 1.108
TOTAL_X2	.459	.063	.607	7.322	.000	.971 1.030
TOTAL_X3	-.047	.089	-.046	-.527	.600	.878 1.139

Source: Data in SPSS Processing (2023)

a. Dependent Variable: TOTAL\_Y

The multicollinearity test is employed to evaluate the extent to which the independent variables in the regression model are correlated with each other. One commonly used method to measure multicollinearity is the Variance Inflation Factor (VIF). A high VIF value can indicate the presence of multicollinearity, potentially affecting the interpretation of regression results.

Variables X1, X2, and X3 have the following VIF values:

1. X1 = 1.100
2. X2 = 1.030
3. X3 = 1.139

Interpretation of VIF values:

- VIF less than 5: The variable is considered not to have multicollinearity problems.
- Variance Inflation Factor (VIF) between 5 and 10 suggests an indication of multicollinearity that may affect the regression results but is still considered acceptable.
- VIF more than 10: A strong indication of multicollinearity is observed, which can interfere with the regression results.

In this case, the VIF values for all variables (X1, X2, and X3) are below 5. This indicates that the level of multicollinearity between these variables is low. Therefore, in terms of multicollinearity, the regression model can be considered quite stable. However, it is essential to keep in mind that evaluating multicollinearity is only one aspect of regression analysis. It is also important to check other assumptions, such as normality of residuals, homoscedasticity, and independence of residuals, to ensure the appropriateness of the regression model.

The analysis used in this research is multiple linear regression. The regression model used is as follows:

Tabel 4. T test

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	7.900	2.539		3.112	.002		
TOTAL_X1	-.012	.062	-.016	-.192	.848	.902	1.108
TOTAL_X2	.459	.063	.607	7.322	.000	.971	1.030
TOTAL_X3	-.047	.089	-.046	-.527	.600	.878	1.139

Source: Data processed by SPSS (2023)

a. Dependent Variable: TOTAL\_Y

Analysis of t-test results is used to evaluate the significance of the influence of each independent variable on the dependent variable in a regression model. According to Ghazali (2016:98) this test is carried out to prove whether the independent variables individually (partially) have a significant influence or not on the dependent variable. The t-test produces a t-statistical value for each variable, and this value can be compared with the critical value to determine whether the variable makes a significant contribution.

The following are the result of the t test for Variables X1, X2, and X3:

1.X1: -0.192

2.X2: 7.322

3.X3: -0.527

Interpretation of t test result:

- If the t-statistic value is less than -2 or greater than 2, the variable is considered statistically significant.
- If the p-value associated with the t-test is less than a specified level of significance (usually 0.05), then the variable is considered significant.

In this case:

1. X1 has a t-statistic value of -0.192. This value does not exceed the critical threshold, and therefore, the Variable X1 may not be statistically significant.

2. X2 has a t-statistic value of 7.322. This value far exceeds the critical threshold, and the Variable X2 can be considered statistically significant.

3. X3 has a t-statistic value of -0.527. This value also does not exceed the critical threshold, so the Variable X3 may not be statistically significant.

It is important to always check the p-value associated with the t-test to make a more certain decision. If the p-value for Variables X1 and X3 is high, it further suggests that these variables may not be statistically significant. Conversely, if the p-value for X2 is low enough, then we can conclude that the Variable X2 is statistically significant.

In order to understand more deeply the relationship between independent and dependent variables, as well as overcome the problem of multicollinearity, the next steps must be considered. Furthermore, expanding the study with a larger sample may need to be considered to gain a more comprehensive understanding of the phenomenon under study.

Tabel 5. Linear Regression Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125.181	3	41.727	19.010	.000 <sup>b</sup>
	Residual	204.139	93	2.195		
	Total	329.320	96			

Source: Data processed by SPSS (2023)

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X3, TOTAL\_X2, TOTAL\_X1

In the ANOVA F-test data analysis conducted, the F value is 19.010. This value indicates that there is a difference in variability between groups. The greater the F value, the stronger the indication that there is a significant difference between the groups. The significance value (sig) is 0.000, a very small value (0.000) suggesting that the difference between the groups is highly statistically significant. Therefore, we can reject the null hypothesis and conclude that there is at least one group that has significantly different means. In conclusion, the results of the ANOVA test reveal significant differences between the tested groups, with high F values and very low sig values. Further analysis, such as post-hoc tests, may be needed to determine which groups had significant differences.

Consequently, the ANOVA F-test has paved the way for additional exploration and a more profound comprehension of the interrelation among these variables. The researchers derive the coefficient of determination, R<sup>2</sup>, from the summarized model data they present.

Tabel 6. Linear Regression test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.617 <sup>a</sup>	.380	.360	1.482	

Source: Data processed by SPSS (2023)

a. Predictors: (Constant), TOTAL\_X3, TOTAL\_X2, TOTAL\_X1

b. Dependent Variable: TOTAL\_Y

When analyzing the coefficient of determination in model summary data, we observe various statistics that offer insights into how effectively our regression model elucidates the variability in the data. In this model, several pertinent results are notable. The coefficient of determination (R-squared) of 0.380 indicates that approximately 38.0% of the variability in the dependent variable Y can be explained by the predictor variables (X3, X1, X2) in the model. This implies that our model has successfully accounted for a significant portion of the variation in the data. However, there remains unexplained variation.



Furthermore, the Adjusted R-squared value of 0.360 is a metric adjusted to consider the number of predictors in the model. This value still reflects how well our model fits the data, accounting for model complexity. The Standard Error of the Estimate of 1.482 measures how accurately our model estimates the true Y values. The lower this value, the better our model is at making accurate forecasts. The Durbin-Watson statistic is utilized to identify the presence of autocorrelation in model residuals. A value around 1.482 indicates that there is no significant autocorrelation in the model residuals. This is a positive indication suggesting that the basic assumptions in the regression model can be considered as adequate. Thus, the results of this model summary provide an idea of the extent to which our model fits the data, the degree to which variability in Y can be explained by predictors (X3, X1, X2), and whether the basic assumptions of the regression model are met. This provides a strong foundation for further understanding and interpretation of the relationships between the variables in the model.

## **DISCUSSION**

The results of this research provide a fairly comprehensive picture of the relationship between the studied variables, namely Customer Value, Promotion, and Customer Experience (independent variables), with consumer purchasing decisions (dependent variable). In this discussion, we will summarize the main findings and implications of the results of this study. Firstly, reliability analysis indicates that the measuring instrument used in this research has a very good level of reliability, with a Cronbach's Alpha value of 0.684. This means that the questionnaire used in this study provided consistent and reliable results. Thus, the results of this study have higher validity, ensuring that the obtained findings are reliable. Furthermore, the results of the ANOVA test show that there are significant differences between the groups tested, with high F values and very low significance values. Further analysis, such as post-hoc tests, may be needed to determine which groups had significant differences.

The analysis of t-test results is utilized to assess the significance of the influence of each independent variable on the dependent variable in a regression model. The t-test generates a t-statistical value for each variable, and this value can be compared with the critical value to determine whether the variable makes a significant contribution.

To gain a more in-depth understanding of the relationship between independent and dependent variables and to address the issue of multicollinearity, this research could consider further steps, such as developing a larger sample or employing more sophisticated statistical methods. In conclusion, this research makes a significant contribution to understanding the relationship between Customer Value, Promotion, and Customer Experience, and consumer purchasing decisions, with the potential to offer deeper insights into this area of research.

## **CONCLUSION**

This research aims to determine the analysis of the influence of customer value, promotions, and customer experience on purchasing decisions. Based on the research results described in the previous chapter, conclusions can be drawn, namely: The population in this research consists of students of the Nusantara University PGRI Kediri management study program who use XL sim cards. The sampling technique used in this research is non-probability sampling with purposive sampling technique, and the determination of the sample size used in the research is taken using the Lemeshow formula because the population size is unknown. Therefore, the sample size in this research is 97 people. This research

provides a meaningful contribution to the understanding of the relationship between Customer Value, Promotion, and Customer Experience, and consumer purchasing decisions, with the potential to provide deeper insights into this area of research. With these results, businesses and marketers can better design their strategies to increase sales of their products and understand consumer preferences. In addition, this study paves the way for further research in various market contexts and with larger samples to deepen understanding of the factors that influence consumer purchasing decisions.

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