

Consumer Decisions in Purchasing Cellular Operator SIM Cards in Palembang City

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Abstract

Study This aiming For analyze factors that influence decision consumer in purchase of mobile operator SIM cards in Palembang City. With approach descriptive qualitative, research This to examine perception from various group society, namely student, mother House ladder, worker office \, and employees government. Research results show that price is factor dominant influencing decision purchases worldwide segment society. Promotion factors also have influence significant, especially in the segment worker office and employees governance. Customer experience found become factor complement, with more influence low compared to two factors others. Research This recommend mobile operator For offer competitive prices, increase experience customers, and optimize promotional strategies For increase SIM card sales in Palembang City.

Keywords: consumer decision, prices, promotions, customer experience.

1. Introduction

Development technology rapid information and communication in Indonesia has change method public interact and communicate. According to (Damayani Pohan & Fitria, 2021) Communication is the process of delivery information, ideas, emotions, skills and others through the use of symbols such as words, pictures, numbers and so on. One of the media tools communication used among the community is telephone mobile (SHALEHA, 2021). Then impact from development This is increasing need will service telecommunications, including SIM card usage from various cellular operators. In the city of Palembang, which is one of the city big in Sumatra, the decision consumer in choose a mobile operator SIM card become the more important For examined. This decision Not only influenced by price, but also by customer experience and promotions offered by each operator.

The city of Palembang has characteristics diverse demographics, with various segment society that has need different types of communication. For example, students, workers office, and perpetrators business small own different preferences in choose a mobile operator. With various various brands of cellular operators, of course make Lots choice consumer For choose the right simcard for they. According to (SHALEHA, 2021) Consumer is somebody or purchasing organization or use a number of goods or service from party others. Research This aiming For understand factors that influence decision consumers in Palembang in choose the appropriate mobile operator SIM card with need them. With understand factors this, mobile operator can develop a better marketing strategy effective.

One of influencing factors in decision purchase is the customer experience that is felt customer during this. This factor covers quality network and quantity network. In the digital era when

this, quality and quantity network be one of priority main for consumers. Therefore that, company telecommunication need Keep going innovate for increase quality service they Keep going develop quantity from its network so that it can compete in the market.

In addition, price is also a factor important in decision consumers. With the amount available SIM card options, consumers tend compare Prices and packages services offered. Attractive promotions like cheap data packages or quota bonus often become Power pull alone for consumers. This is show that the mobile operator need do market research for understand preference price consumers in Palembang.

Finally, the factor social and psychological factors also play a role in decision purchase. Recommendation from friends, family, or reviews on social media often affects choice consumers. With increasing use of social media as source information, mobile operators need take advantage of this platform for build image positive and attractive attention Consumers. Research This expected can give more insight in about decision consumer in buy a mobile operator SIM card in Palembang and become reference for mobile operators in develop marketing strategy they.

2. Literature Review

Buying Decision Consumer. Buying decision is stage from the decision process buyer that is when consumer truly buy product. Where consumers know the problem is, looking for information about product or a particular brand and also evaluate how much each of these alternatives is good can solve the problem then leading to decision purchase (GUNARSIH et al., 2021). Purchasing decisions are also influenced by factors like price, promotion and experience customer in determine his choice. Stages of the retrieval process decision in do purchase there are five stages among others: Introduction problem; Search information ; Evaluation alternatives ; Purchase decisions ; and Behavior post purchase (SHALEHA, 2021)

Consumer. Consumer is buyer economist, namely someone who knows all facts and compare the available options based on cost and value benefits received For to obtain satisfaction the biggest of the money and time they sacrifice (NISA, 2020). Naturally as Consumers, Purchase decisions a product will through Lots consideration Good from aspect price and also from experience customer. Buying decision naturally No let go from behavior consumer That myself. According to (GUNARSIH et al., 2021) behavior consumer as action or behavior that is carried out consumers who started from feel existence needs and wants, then try get desired product with do purchase, consume it and end up with action post purchase that is feeling satisfied or No satisfied.

Price. Price is one of the element important in mix marketing that influences decision purchase consumers. According to Kotler and Keller (2016), prices Not only reflect mark from product or services, but can also influence perception consumer to quality. Price is defined with the amount of money that must be paid by consumers For get or to obtain a product (PRATIWI et al., 2019). Price can be also concluded as reject measuring from A transactions made by buyers and sellers. Price is also a variable important in Customer Decision in choose a product. Determination the right price can interesting attention consumers and encourage they For do purchase. Plus, price also works as signal for consumer about position products in the market, where prices are lower tall often associated with better quality Good (Permata Sari, 2021) define that Level fixed price influence quantity sold.

Promotion. Promotion is tool communication used by the company For convey information about product or service to Consumers. Promotion is communication between seller and buyer or other parties in channel For influence attitudes and behavior (Permata Sari, 2021). promotions can also be interpreted as interaction between buyers and sellers in offer A the product that will be for sale with give trust to buyer so that a sense of trust arises between buyers and sellers. According to Belch and Belch (2018), promotion covers various activity like advertising, promotion sales, relationships society, and marketing direct. Effective promotion can increase awareness brand, interesting attention consumers, and encourage they For do purchase. In the context of mobile operator SIM cards, an attractive promotion like discount, quota bonus, or bundling package can become factor determinant in decision consumers (Nuryani et al., 2022) state that Promotion basically expected can make request become inelastic at the time prices go up and make request elastic at the time price down.

Customer Experience. Experience customer (customer experience) refers to the whole interactions experienced consumer with brand or company, start from stage search information until post purchase. According to Lemon and Verhoef (2016), experience customer covers various aspects, including quality service, interaction with staff, and facilities in use product. Experience positive customer can increase loyalty and satisfaction consumers, while bad experience can cause consumer switch to competitors. In the industry telecommunications, experience good customers are very important For maintain customers in the middle intense competition.

Based on from research and theories above, can concluded that consumer decisions in purchase Mobile operator sim cards in the city of Palembang are very dependent on offers price, promotion, and customer experience of existing customers. Findings This will become base study in determine marketing strategy sim card in the city of Palembang.

3. Research Method

This use approach descriptive qualitative purposeful For analyze various type deep perception of the phenomenon to be investigated with to study phenomenon in detail will got desired outcome. Approach this also aims as material mobile operator evaluation in respond need consumer will election sim card mobile, as well as become mobile operator strategy materials in market the product. This designed as studies case with the Palembang City community with various type background behind it as object main. The people of Palembang city chosen because of the level of cellular operator usage among the public including tall compared to with other cities in the South Sumatra area. Research location This randomly selected within Palembang city from various type circles namely, students, mothers House ladder, worker office and employees government. This use method qualitative, where the people of Palembang city as object main study in see Consumer Decision Phenomenon in election mobile operator simcard.

Research location done in the Palembang city with the Palembang city community as object his research. Data obtained through interview deep with the various communities of Palembang city type circles such as, students, mothers House ladder, worker office, and employees government. Data also obtained through articles journals, company reports, and other credible supporting data in support study. Data Collection Technique used interview Instrument Form which is done with semi- structured way that starts from issue research. Every question no same on every source person in accordance from answer source person that alone. Further, observation Instrument which is done with method observation of objects study. Document

Instrument which is done with analyze related documents with Customer Decision.

Data analyzed with using Steps as following : (1) Reduction data : sort and summarize important data to keep it is at in the study; (2) Classification data : group data based on theme main things, such as price, promotions and customer experience; (3) Conclusion and verification : Conclusion can be drawn withdrawn with method compare conformity statement from object study with the meaning contained with concepts base in study the. Credibility Study is to ensure data validation, research This use triangulation source, with compare interview results, observations and documents.

4. Findings and Discussions

Study This aiming For analyze marketing strategies simcard in Palembang city location with marketing focus on price , promotion and customer experience in consumer segment student , mother House ladder , worker office , and employees government . Research results This served based on participants, observations, and summarized documents in form narrative, graphs and tables to make it easier reader understand study This.

Purchase Decision Sim Card Among Student. Interview done to students in the city of Palembang with do approach semi- structured interview started with the issue that will be studied . From the results interviews conducted obtained information as following :

Table 1. Shows percentage of purchase indicator among student

PERSENTASE INDIKATOR PEMBELIAN DIKALANGAN PELAJAR		
NO	VARIABEL	PERSENTASE
1	HARGA	62,37%
2	PROMOSI	24,93%
3	CUSTOMER EXPERIENCE	12,70%

Based on from interview data results above is done among students, obtained results that from aspect Price greatly influences students ' decisions in do purchase sim card. This is because in the circles students, cheap prices become considerations of students For buy sim card his No apart from also factor promotions carried out by cellular operators in market the product to circles student with give various type offer packages that can reach pocket students. For customer experience side, students No too notice how much Lots input and complaints from cellular operators which they choose.

Purchase Decision Sim Card Among Mother House Stairs. Interview done towards mothers House stairs in the city of Palembang with do approach semi- structured interviews and observations to habit everyday. From the results approach that was obtained results as following :

Table 2. Shows percentage of purchase indicator among Mother House ladder

PERSENTASE INDIKATOR PEMBELIAN DIKALANGAN IBU RUMAH TANGGA		
NO	VARIABEL	PERSENTASE
1	HARGA	42,18%
2	PROMOSI	34,13%
3	CUSTOMER EXPERIENCE	23,69%

Based on from results interviews conducted among Mother House stairs, obtained results that price Still become factor most important thing that influences purchasing decisions simcard among Mother House stairs. This is because among Mother House stairs, price Still become prima donna in their Decision buy A product from simcard. The more cheap prices offered by mobile operators to Mother House stairs, then the more big the possibility of mothers House ladder This will buy its products. In addition to the side price, on the side promotion is also enough play a role important in purchasing decisions made Mother House stairs. This is of course No let go from offer aspect the packages offered to they. The more There are many bonuses offered by a cellular operator, the bigger opportunity too product they glanced at among Mother House stairs. In terms of customer experience, mothers House stairs also pay attention assessment of those closest to you they about product the simcard they have select. Variable this also has an effect on purchasing decisions, will but no become factor main in his purchasing decision. From the results Observation, Purchase decision sim card among Mother House ladder choose price indicator Because above 70% of activities Mother House ladder be in home, so that cheap prices offered to they will become factor Supporter purchase sim card.

Buying Decision Sim Card Among Worker Office. Interview conducted towards the workers offices in the city of Palembang use approach semi- structured interview. Approach This chosen Because For obtain more varied data with variables that have been determined previously. From the results approach the obtained results as following :

Table 3. Shows percentage of purchase indicator among worker office

PERSENTASE INDIKATOR PEMBELIAN DIKALANGAN PEKERJA KANTORAN		
NO	VARIABEL	PERSENTASE
1	HARGA	22,76%
2	PROMOSI	41,01%
3	CUSTOMER EXPERIENCE	36,23%

Based on from results interviews conducted to worker office, factors that influence purchasing decisions sim card This that is from side Promotion. Promotions carried out by cellular operators succeed captivating interest buy from the workers office, especially promotions conducted by cellular operators frequency his high. Plus the promotional strategies carried out by cellular operators This using social media, digital advertising and regular offline events they meet in the world of work. In addition from customer experience aspect friend near and also family, this also influences purchasing decisions from worker office Because room scope socializing worker office This around office or place stay his only. On the other hand, experience from quality The network that is felt by those closest to you is also a factor in purchasing decisions. from worker office. While For side price also has an effect on Purchasing Decision will but No become the main factor in purchasing decisions sim card carried by the worker office.

Purchase Decision Sim Card Among Officer Government. Interview conducted to employee the government in the city of Palembang uses approach semi- structured interview. Approach This chosen For get variation data with variables that have been determined previously. From the results approach the obtained data as following :

Table 4. Shows percentage of purchase indicator among employee government

PERSENTASE INDIKATOR PEMBELIAN DIKALANGAN PEGAWAI PEMERINTAHAN		
NO	VARIABEL	PERSENTASE
1	HARGA	29,32%
2	PROMOSI	38,92%
3	CUSTOMER EXPERIENCE	31,76%

Based on from results interviews conducted to employee government, factors that influence purchasing decisions sim card This namely in terms of Promotion. Promotions carried out by cellular operators in a way frequency relatively intense offer so that influence purchasing decisions. On the other hand, offers from data packages offered by cellular operators diverse so that employee government interested For do purchase on the sim card. In terms of customer experience, it's the same as it is like worker office, experience from the closest person who uses one sim card can influence behavior purchases made employee government. In terms of experience to the service, this become an important factor in the selection sim card. While from aspect price Enough also influences behavior purchase, this depicted from results interviews that show, price factors influence amounting to 29.32% Purchase decisions the sim card.

Buying Decision Simcard In Palembang City Society. From the results interview Overall, this was done in the Palembang City community segment, which includes students, mothers House ladder, worker office, employee government, obtained results that price factor become variable highest influencing consumer decisions in do purchase simcard. Then followed with variable promotions that influence purchasing decisions consumers. While from The customer experience variable is the lowest factor in purchasing decisions. This is can seen from the data table as following :

Table 5. Shows percentage of urban community purchasing indicators Palembang

PERSENTASE INDIKATOR PEMBELIAN MASYARAKAT KOTA PALEMBANG		
NO	VARIABEL	PERSENTASE
1	HARGA	39,16%
2	PROMOSI	34,75%
3	CUSTOMER EXPERIENCE	26,10%

This table data can withdrawn chart his as following :

Graph 1. Consumer decisions in purchase simcard in Palembang city



Price factor influential significant to purchase simcard in the city of Palembang, in other words cellular operators If want to to win competition business must more varies offer price to consumer so that can increase number sale from sim card in the city of Palembang.

5. Conclusion

Study This show that the biggest influence from Consumer Decisions do purchase sim card That based on Because price. In all segments of society, price Still Enough dominate as reference consumer in buy a product. Then from aspect Promotion also has an effect Enough significant on people's purchasing decisions. The more intense A product being promoted so will the more open opportunity A product That will purchased by consumers. Likewise for product sim card This is a promotion carried out by cellular operators influence customer decisions in purchase. In terms of customer experience, quality perceived network consumers, will impact to experience from customer so that Can invite the closest people follow use service from its cellular operator. In terms of customer service, delivery complex and complete information can build trust consumer will the product so that can push consumer For invite the closest people For follow feel what he felt Now.

Study it also focuses to the people of Palembang city where the research is This shared into the a number of subject consumers, such as student, mother House ladder, worker office, and employees government. From the side students, price factors that influence purchasing decisions from the sim card considering the funds owned by students limited, so students in do purchase sim card Certain choose higher price cheap compared to others. From the side Mother House stairs are also a price factor become the biggest influence in Purchasing Decision from simcard. Housewife ladder Of course it's also in purchase simcard, of course make a purchase decision with the cheapest product indicator comparison with others. This is because of interaction from Mother House ladder This Lots done at home and in the environment surrounding area only, let alone Now mushrooming installation of cable internet at home, this also be a determining factor in purchasing decisions simcard by mother House stairs. housewife ladder naturally No Want to buy expensive simcard though the quality offered good, because they feel Already use cable internet service from home. This causes need will sim card No become need main from Mother House stairs. From the side worker office, Promotion level from mobile operator be a determining factor in purchasing decisions simcard. Moreover

promotions offered Now by the operator simcard is very diverse Good That from aspect data packages and Features other services offered. Frequency from Promotion is also carried out very massively in the environment office, this become interest alone worker office For know What just services offered and how comfort service That itself. From the side employee government The same as it is with worker office, massive promotion in the office and nearby stands office, this interesting interest want to try its services.

There are several recommendations that can researcher convey use improve purchasing decisions simcard in Palembang city. (1) offer prices vary , so make interest consumer For buy product sim card his; (2) upgrade service from mobile operator product, so that can can improve customer experience create Purchase Level product become increase; (3) do promotion as often as possible maybe at folk festivals or events hustle For captivating consumer buy mobile operator products; (4) conduct a satisfaction survey consumer offline, so that get more information accurate and detailed For listen need from consumer.

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