



## The Influence Of Promotion And Brand Image On Purchasing Decisions With Customer Satisfaction As An Intervening Variable (Case Study On Indihome Customers Of The Company (Pt.Telekomunikasi Indonesia, Tbk Pematang Siantar Branch)

Michael Fernando Sihombing<sup>1</sup>, Efendy Pakpahan<sup>2</sup>,  
Fenny Krisna Marpaung<sup>3\*</sup>, Tuty Nainggolan<sup>4</sup>

<sup>1-4</sup>Management Study Program, Faculty of Economics and Business,  
University of Prima Indonesia

E-mail: [fennykrisnamarpaung@unprimdn.ac.id](mailto:fennykrisnamarpaung@unprimdn.ac.id)

**Abstract.** PT Telekomunikasi Indonesia, Tbk is a State-Owned Enterprise (BUMN) company engaged in information and communication technology. PT Telekomunikasi Indonesia, Tbk (Telkom) which is equipped with a package (3-1) three services in one package or Tripel play with communication and data service facilities provided such as landline (voice), internet (Internet on Fiber or High Speed Internet), and interactive television services (Usee TV Cable, IP TV). This study aims to determine the effect of promotion and brand image on purchasing decisions with customer satisfaction as an intervening variable (Case Study on Indihome Company Customers (PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch). this research is non-probability, namely convenience sampling with the population, namely all customers of PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch and the sample used was 96 respondents. The data collection technique used is primary data in the form of questionnaires and secondary data obtained through documentation studies. The data analysis technique uses quantitative data processed with the SPSS version 29 program, namely the t test and the coefficient of determination (R<sup>2</sup>). The results obtained in this study show, 1) there is a significant effect of promotion and brand image on customer satisfaction, 2) there is a significant effect of promotion and brand image on purchasing decisions, 3) Customer satisfaction variables have a significant effect on purchasing decisions, 4) Customer satisfaction variables are not able to mediate between promotion and brand image on purchasing decisions.

**Keywords:** Promotion, Brand Image, Customer Satisfaction and Purchasing Decisions

**Abstrak.** PT Telekomunikasi Indonesia, Tbk merupakan perusahaan Badan Usaha Milik Negara (BUMN) yang bergerak di bidang teknologi informasi dan komunikasi. PT Telekomunikasi Indonesia, Tbk (Telkom) yang dilengkapi dengan paket (3-1) tiga layanan dalam satu paket atau Tripel play dengan fasilitas layanan komunikasi dan data yang disediakan seperti telepon rumah (voice), internet (Internet on Fiber atau High Speed Internet), dan layanan televisi interaktif (Usee TV Cable, IP TV). Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan citra merek terhadap keputusan pembelian dengan kepuasan pelanggan sebagai variabel intervening (Studi Kasus pada Pelanggan Perusahaan Indihome (PT. Telekomunikasi Indonesia, Tbk Cabang Pematang Siantar). Penelitian ini bersifat non-probabilitas yaitu kenyamanan pengambilan sampel dengan populasi yaitu seluruh pelanggan PT. Telekomunikasi Indonesia, Tbk Cabang Pematang Siantar dan sampel yang digunakan sebanyak 96 responden. Teknik pengumpulan data yang digunakan adalah data primer berupa kuesioner dan data sekunder yang diperoleh melalui studi dokumentasi. tekniknya menggunakan data kuantitatif yang diolah dengan program SPSS versi 29 yaitu uji t dan koefisien determinasi (R<sup>2</sup>). Hasil yang diperoleh dalam penelitian ini menunjukkan, 1) terdapat pengaruh yang signifikan promosi dan citra merek terhadap kepuasan pelanggan, 2) terdapat pengaruh yang signifikan promosi dan citra merek terhadap keputusan pembelian, 3) Variabel kepuasan pelanggan berpengaruh signifikan terhadap keputusan pembelian, 4) Variabel kepuasan pelanggan tidak mampu memediasi antara promosi dan citra merek terhadap keputusan pembelian.

**Kata Kunci :** Promosi, Citra Merek, Kepuasan Pelanggan dan Keputusan Pembelian

## INTRODUCTION

The development of technology in the Digital Age is currently undergoing a very competitive progress transformation. Information and communication technology was originally very limited in daily needs, but now technology is a very necessary and inseparable part. The need for information and internet services is a benchmark for a new future, lifestyle, business markets and worldwide business networks that have a major impact on the importance of communication and exchanging information without distance and time. In addition, people's daily activities have changed to depend on technology and will never be separated from network connections and the internet which makes it easy to access all information easily and very quickly so as to gain extensive knowledge. One technology that is often used by people in finding fast and smooth information is the internet. The internet is a communication network tool that is used as a medium that aims to transfer data / information both in obtaining and providing information to others.

PT Telekomunikasi Indonesia, Tbk (Telkom) is a company that provides postpaid internet services that can be a solution to meet the needs of the community in the field of internet services. PT Telekomunikasi Indonesia, Tbk (Telkom) or known as Telkom is a State-Owned Enterprise (BUMN) company engaged in information and communication technology. One of Telkom's flagship products is IndiHome (Indonesia

Digital Home) which used to be called speedy and changed since 2015. IndiHome is an innovation from the service product of PT Telekomunikasi Indonesia, Tbk (Telkom) which is equipped with a package (3-1) of three services in one package or Tripel play with communication and data service facilities provided such as home telephone (voice), internet (Internet on Fiber or High Speed Internet), and interactive television services (Usee TV Cable, IP TV).

According to (Nasution & Lesmana, 2018) purchasing decisions are selections from two or more alternative choices of decision-making actions including decisions about the types and benefits of products, decisions about the form of products, decisions about brands, decisions about the number of products, decisions about the seller and decisions about the time of purchase and how to pay, Meanwhile, according to (Astuti & Abdullah, 2017) states "purchasing decisions are the stage of consumer evaluation in forming preferences between brands in a selection group, consumers may also form purchase interests to buy the most preferred brand.

However, with the passage of time and conditions in the field, the increase in the company PT Telekomunikasi Indonesia, Tbk, (Telkom) is growing and more and more new similar companies (competitors) are appearing and destroying the market, especially in Pematang Siantar, this of course makes potential customers of PT Telekomunikasi Indonesia, Tbk (Telkom) experience instability in the number of new potential customers and this also greatly affects the purchase interest of customers due to many offers from similar companies.

One of the factors that influence purchasing decisions is promotion, according to . (Hurriyati, 2015), Promotion is a form of marketing communication, which is a marketing activity that seeks to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. Of course, in this case promotion is one of the best weapons to share or distribute products from companies so that they can be seen by potential buyers. According to Tjiptono (2014), promotion is essentially a marketing communication, meaning marketing activities that try to disseminate information, influence or persuade, and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. In the city of Pematang Siantar itself, at this time we have seen many similar companies by this, of course, we also often see promotions offered by similar competitors, this makes the competition between companies high, and the promotions also offered are very diverse and even reduce prices, therefore this greatly affects the interest of our customers, but currently the superior product that is most in demand is indihome, a home internet that is very good and helps many customer activities.

Another factor that influences purchasing decisions is Brand Image according to Hossain (2009) states that brand image is the whole of consumers' perceptions of the brand or how they know it. This is emphasized by Simamora (2013) that image is a relatively consistent perception in the long term (enduring perception), so it is not easy to form an image, so that if it has been formed it will be difficult to change it. PT Telekomunikasi Indonesia, Tbk, (Telkom) is certainly one of the brands that is already known and even many have used it. But in its development, similar companies are also always improving and looking for ways to develop their brands. Therefore PT. Telekomunikasi Indonesia, Tbk, (Telkom) always tries to keep the brand of the company always good.

Table 1.1: Internet Service Providers

Numbers	Name of Company
1	PT Telkom Indonesia
2	Media Pertama
3	MNC Play
4	Biznet
5	Republikku
6	ICONNet
7	Orbit Telkomsel
8	Serat XL
9	Serat CBN
10	Oksigen

Source: RumahCom

Customer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are well met Tjiptono (2014) in Apriyani and Sunarti (2017). Meanwhile, according to Setyabudi (2014) in Kamal et. al (2020) "Customers are people whose activities buy and use a product, both goods and services, continuously". Customer satisfaction is the most important thing that every cosmetic company must have, if consumers or customers are satisfied with the brand or cosmetic product provided, the consumer will make repeat purchases and invite other consumers by word of mouth and pay attention to the connitemn and loyalty to the product, the company in the siatar city branch itself at this time PT. telkom always provides the best quality service, but the conditions in the field are not always good, there are still many customers who feel dissatisfied with the service, this is due to the distance where when there is a problem it is not handled immediately, but the company still tries to be the best.

From the data above, we can see that there are many internet service providers, so of course they can influence the interests and decisions of potential customers. From the above phenomena that occurred at PT. Telekomunikasi Indonesia, Tbk, the researcher is interested in conducting a study related to the phenomena that occurred at the company with the research title "The Effect of Promotion and Brand Image on Purchasing Decisions with Customer Satisfaction as an Intervening Variable (case study on indihome customers of the company (pt. telekomunikasi indonesia, tbk pematang siantar branch)).

## LITERATURE REVIEW

### Purchase Decision

Purchasing decision is a habitual process of selection of two or more choices in determining a product when the desire for needs and desires to buy goods or services arises.

### Customer Satisfaction

Customer satisfaction is the attitude of consumers to respond to a product or service based on needs that have the expected value of the product that is so satisfied to be consumed.

### Brand Image

Brand image is the value of the quality of a brand that has been felt and is believed to be able to attract and satisfy consumptive consumers.

### Promotion

Promotion is the delivery of accurate and measurable information to make targets in promoting or marketing a product and creating interest between sellers and buyers.

## RESEARCH METHOD

### Path Analysis Model

The path analysis model consists of two structural equations with two substructures, namely: X1, X2, as exogenous variables and Z and Y as endogenous variables (variable Z as a mediating variable) with structural equations, namely:

Substructure model equation I,  $Z = \rho_1 X_1 + \rho_2 X_2 + e_1$

Substructure II model equation,  $Y = \rho_3 X_1 + \rho_4 X_2 + \rho_5 Z + e_2$

Description:

$\rho$  = Path coefficient

Y = Loyalty

Z = Satisfaction

X1 = Service quality

X2 = Trust

e = Error

## RESULT

### Path Analysis Sub Model I

Referring to the regression output of Sub Model I, it can be seen that the significance value of the two variables, namely Promotion (X1) = 0.040 and Brand image (X2) = 0.035. These results provide a conclusion that the regression of Sub Model I, namely the promotion variable (X1) has a significant effect on customer satisfaction (Z), and the brand image variable (X2) has a significant effect on customer satisfaction (Z). The amount of R<sup>2</sup> or R Square value contained in the Model Summary table is 0.109. This shows that the contribution or contribution of the influence of the promotion variable (X1) and brand image (X2) to the customer satisfaction variable (Z) is 10.9%, while the remaining 89.1% is the contribution of other variables not included in the study. Meanwhile, the value of e1 can be found using the formula  $e1 = \sqrt{1-0.109} = 0.891$ . Thus, the path analysis equation can be arranged as follows:

$$Z = 0,208 X1 + 0,214 X2$$

The analysis equation model is meaningful:

1. Promotion Variable (X1) = 0.208. The promotion variable with a positive sign means that it has a unidirectional effect, which means that each addition or increase in the value of one unit score of the promotion variable will increase the value of the customer satisfaction variable by 0.208 per one unit score.
2. Brand Image variable (X2) = 0.214. The brand image variable with a positive sign means that it has a unidirectional effect, which means that each addition or increase in the value of one unit score of the brand image variable will increase the value of the customer satisfaction variable by 0.214 per one unit score.

### Hypothesis Test of Sub Model I

Table 1.2. Sub Model I t test results

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1					
	(Constant)	8.144	2.358	3.453	.001
	X1	.234	.112	.208	.040
	X2	.270	.126	.214	.035

a. Dependent Variable: Z

Source: Primary data processed, 2023

In this table, the t statistical test is obtained, as follows:

1. Promotion variable (X1) with a probability level of 0.040. Thus it can be concluded that  $P = 0.040 < \alpha = 0.05$ , accept the hypothesis that the promotion variable has a significant effect on the customer satisfaction variable.
2. Brand Image variable (X2) with a probability level of 0.035. Thus it can be concluded that  $P = 0.035 < \alpha = 0.05$ , then accept the hypothesis which states that the brand image variable has a significant effect on the customer satisfaction variable.

Table 1.3 Test Results of the Coefficient of Determination (R2) Sub Model I

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330 <sup>a</sup>	.109	.090	1.801

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Z

Source: Primary data processed, 2023

The result of the calculation of the R Square value is 0.109. This result means that 10.9 percent of customer satisfaction can be explained by the two independent variables above, while the remaining 89.1 percent is explained by other variables not included in this study.

### Path Analysis of Sub Model II

Referring to the Model II regression output in the table section, it can be seen that the significance value of the three variables, namely: Promotion (X1) = 0.003, Brand Image (X2) = 0.032, Customer Satisfaction (Z) = 0.009. These results provide a conclusion that the regression of Sub Model II, namely the Promotion variable (X1), the Brand Image variable (X2) customer satisfaction (Z) has a significant effect on Purchasing Decisions (Y). The amount of R2 or R Square value contained in the Model Summary table is 0.275, this shows that the contribution or contribution of the influence of Promotion (X1), Brand Image (X2) and Customer Satisfaction (Z) on Purchasing Decisions (Y) is 27.5%, while the remaining 72.5% is the contribution of other variables not included in the study. Meanwhile, the value of e2 can be found using the formula  $e2 = \sqrt{1 - 0.275} = 0.725$ .

Thus the structure model path diagram II is obtained as follows:

$$Y = 0,287 X1 + 0,202 X2 + 0,250 Z$$

The results of the analysis show that the direct effect given by Promotion (X1) on Purchasing Decisions (Y) is 0.287. While the indirect effect of Promotion (X1) on purchasing decisions (Y) through customer satisfaction (Z), namely  $0.208 \times 0.287 = 0.059$ . So the total effect given by the promotion variable (X1) on purchasing decisions (Y) is the direct effect plus the indirect effect, namely  $0.287 + 0.059 = 0.346$ . Based on the results of the above calculations, it can be seen that the direct effect value is 0.287 and the indirect effect is 0.059, which means that the direct effect value is greater than the indirect effect value. These results indicate that indirectly the promotion variable (X1) through customer satisfaction (Z) has a significant influence on purchasing decisions (Y).

The results of the analysis show that the direct effect given by brand image (X2) on purchasing decisions (Y) is 0.202. Meanwhile, the indirect effect of brand image (X2) on purchasing decisions (Y) through customer satisfaction (Z), namely  $0.214 \times 0.202 = 0.043$ . So the total effect given by the brand image variable (X2) on purchasing decisions (Y) is the direct effect plus the indirect effect, namely  $0.202 + 0.043 = 0.245$ . Based on the results of the above calculations, it can be seen that the direct effect value is 0.202 and the indirect effect is 0.245, which means that the indirect effect value is greater than the direct effect value. These results indicate that indirectly the brand image variable (X2) through customer satisfaction (Z) has a significant influence on purchasing decisions (Y).

Table 1.4 Total Effect Value

Numbers	Effect	Direct Effect	Indirect Effect	Total Effect
1	X1 $\rightarrow$ Y	0.287	$0.208 \times 0.287 = 0.059$	0.346
2	X2 $\rightarrow$ Y	0.202	$0.214 \times 0.202 = 0.043$	0.245

### Hypothesis Test of Sub Model II

Table 1.5 Sub Model II t Test Results

Model		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	6.491	1.888	3.437	.001
	X1	.267	.087	3.085	.003
	X2	.212	.098	2.171	.032
	Z	.208	.078	2.663	.009

a. Dependent Variable: Y

Source: Primary data processed, 2023



1. Variable Customer satisfaction (Z), with a probability level of 0.009. Thus it can be concluded that  $P = 0.009 < \alpha = 0.05$ , then accept the hypothesis that the customer satisfaction variable has a significant effect on purchasing decisions.
2. Promotion variable (X1), with a probability level of 0.003. Thus it can be concluded that  $P = 0.003 < \alpha = 0.05$ , then accept the hypothesis that the promotion variable has a significant effect on purchasing decisions.
3. Brand image variable (X2), with a probability level of 0.032. Thus it can be concluded that  $P = 0.032 < \alpha = 0.05$ , then accept the hypothesis that the brand image variable has a significant effect on purchasing decisions.

Table 1.6 Test Results of the Coefficient of Determination (R<sup>2</sup>) Model II

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 <sup>a</sup>	.275	.251	1.358

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

b. Dependent Variable: Y

Source: Primary data processed, 2023

The result of the calculation of the R Square value is 0.275. This result means that 27.5 percent of loyalty can be explained by the three variables above, while the remaining 72.5 percent is explained by other variables not included in this study.

## DISCUSSION

### The Effect of Promotion on Customer Satisfaction.

Promotion variables have a significant effect on customer satisfaction at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. The promotion variable has a regression coefficient value of 0.208 has a unidirectional effect, which means that each addition or increase in the value of one unit score of the promotion variable will increase the value of customer satisfaction of PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch by 0.208 per one unit score.

Based on the results of testing the first hypothesis, it is known that promotion has an influence on customer satisfaction of PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that promotion is one of the important factors that can affect customer satisfaction.

This research is in line with research conducted by Bagus Handoko (2017) in his research stating that there is a significant effect of promotion on customer satisfaction at PT Maxim Houseware Indonesia Medan, and is supported by research conducted by Sania Sarwini and Rismawati (2022) that the promotion variable has a significant effect and has a positive effect (unidirectional) on Wardah Cosmetics customer satisfaction for students of the Indonesian College of Economics (STIESIA) Surabaya.

### **The Effect of Brand Image on Customer Satisfaction.**

The brand image variable has a significant effect on customer satisfaction at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. The brand image variable has a regression coefficient value of 0.214 has a unidirectional effect, which means that each addition or increase in the value of one unit score of the brand image variable will increase the value of customer satisfaction of PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch by 0.214 per unit score.

Based on the results of testing the second hypothesis, it is known that brand image has a significant effect on customer satisfaction at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that the brand image built by the company will increase the customer satisfaction of every customer who will pawn their goods at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. the results of this study are in line with research conducted by Eka Sapitri, et al (2020) which states in her research that Brand Image has an influence on Customer Satisfaction of Cussons Baby Telon Oil, this research is also supported by research conducted by Ervina Febriani, et al. (2022 which states that Brand image and brand trust have a significant effect on customer satisfaction of Shopee online shopping sites in Padang City.

### **Effect of Promotion on Purchasing Decisions.**

Promotion variables have a significant effect on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. The promotion variable has a regression coefficient value of 0.287 has a unidirectional effect, which means that each addition or increase in the value of one unit score of the promotion variable will increase the value of purchasing decisions at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch by 0.287 per one unit score.

Based on the results of testing the third hypothesis, it is known that promotion has an influence on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that promotion is one of the important factors that can influence purchasing decisions. This research is supported by research conducted by Rizky Banyu Ayesa et al. (2020) which states that based on the t test that Promotion has a positive and significant effect on Purchasing Decisions.

#### **The Effect of Brand Image on Purchasing Decisions.**

The brand image variable has a significant effect on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. The brand image variable has a regression coefficient value of 0.202 has a unidirectional effect, which means that each addition or increase in the value of one unit score of the brand image variable will increase the value of purchasing decisions at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch by 0.202 per unit score. Based on the results of testing the fourth hypothesis, it is known that brand image has a significant influence on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that the brand image built by the company will increase the purchasing decision of each customer of PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch.

This research is supported by Yessica Oscar and Keni (2019) who state that brand image has an influence on purchasing decisions and this research is supported by Rizky Banyu Ayesa et al. (2020) which states that based on the t test that Brand image has a positive and significant effect on Purchasing Decisions.

#### **The Effect of Customer Satisfaction on Purchasing Decisions.**

The customer satisfaction variable has a significant effect on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. The customer satisfaction variable has a regression coefficient value of 0.250 has a unidirectional effect, which means that each addition or increase in the value of one unit score of the customer satisfaction variable will increase the value of purchasing decisions at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch by 0.250 per unit score.

Based on the results of testing the fifth hypothesis, it is known that customer satisfaction has a significant influence on the purchasing decision of PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that the satisfaction felt by customers greatly influences the purchasing decision of every customer who will use the products of PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch so that the company must be able to maintain the satisfaction felt by customers. This research is supported by Siti Suryani and Sylvia Sari Rosalina (2019) This study found that customer satisfaction has a significant positive effect on repurchase decisions.

#### **The effect of promotion on purchasing decisions through customer satisfaction.**

Based on the results of the sobel test calculation, it is known that the t value is 1.644, so that the t value is  $1.644 < t \text{ table } 1.985$ , it can be concluded that the promotion variable is unable to mediate the relationship between the effect of promotion on purchasing decisions. Of course, from the results above it can be said that the promotions carried out by the company have no influence on customer purchasing decisions, this can be due to the promotions provided that do not have an impact on the satisfaction expected by customers so that they cannot influence purchasing decisions.

The results showed that customer satisfaction has no role in mediating the effect of promotion on purchasing decisions. This research is not in line with research conducted by Dani Adriansyah and Marheni Eka Saputri which states that promotion has a positive effect on purchasing decisions through customer satisfaction.

#### **The influence of Brand Image on Purchasing Decisions through Customer Satisfaction.**

Based on the results of the sobel test calculation, it is known that the t value is 1.670, so that the t value is  $1.670 > t \text{ table } 1.985$ , it can be concluded that the customer satisfaction variable is unable to mediate the relationship between the influence of brand image on purchasing decisions. According to researchers, customer satisfaction is unable to mediate brand image on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch, because the brand image that is built cannot make customers feel satisfaction so influential this can happen because the brand image built is the same as that built by similar companies, so they don't feel any difference. The results of this study are different from the research conducted by Siti Suryani and Sylvia Sari Rosalina (2019) who stated in their research that brand image has an influence on purchasing decisions through customer satisfaction.

## CONCLUSION

Based on the above research, it can be concluded that there are several important things:

1. Promotion has a significant effect on customer satisfaction at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that this condition proves that the better the promotion offered can increase customer satisfaction.
2. Brand image has a significant effect on customer satisfaction at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that this condition proves that the better the brand image that is instilled in customers can increase customer satisfaction.
3. Promotion has a significant effect on purchasing decisions directly at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch.
4. Brand Image has a significant effect on purchasing decisions directly at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that this condition proves that the better the brand image that is instilled in customers can increase purchasing decisions.
5. Customer satisfaction has a significant effect on purchasing decisions at PT Telekomunikasi Indonesia, Tbk Pematang Siantar Branch. This means that this condition proves that the higher customer satisfaction can increase purchasing decisions.
6. There is no effect of promotion on purchasing decisions at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch through customer satisfaction, this is evidenced by the calculated t value is smaller than the t table.
7. There is no influence of Brand Image on purchasing decisions at PT. Telekomunikasi Indonesia, Tbk Pematang Siantar Branch through customer satisfaction, this is evidenced by the value of t count smaller than the t table.

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