

Decision Model Becoming Customer: Service Quality, Perceived Price, and Promotion (Case Study on PT. XYZ Media Company, Jakarta)

Welda Christina Sirait¹, Hapzi Ali²

¹Post Graduate Student, Mercu Buana University, Jakarta, Indonesia

²Lecturer of Post Graduate, Mercu Buana University, Jakarta Indonesia

*Corresponding Author:

Welda Christina Sirait

Email: prof.hapzi@gmail.com

Abstract: The pay TV and internet connection business in Indonesia has experienced significant growth in recent years that it is forecast to have 15 percent increase or approximately will be generating 6 to 9 million more new customers. But on the sales aspect or gaining new customers are yet to catch better satisfactory level. For example, in XYZ Media Company, its target to reach 25,000 new customers in five major cities in Indonesia (Jakarta, Bandung, Semarang, Surabaya, Medan) has yet gained only 5,000. From the preliminary research, it is shown that XYZ Media Company was not yet optimal for providing satisfaction to its customers, particularly in various aspects, such as: Image Quality, Featured Channels, Internet connection, Price competition, while its customers have more satisfaction on at its internet access speed only. This research is utilizing a descriptive study, with explanatory and non probability sample taking method, taken for free by the researcher from XYZ existing customers in the Greater Jakarta area. Total population covers 933 people, and using *Slovin* sampling techniques which has gathered a sample of 90.3 people. Method being utilized here is Multiple Regression Analysis and processed by SPSS version 22.0. Before the analysis was taken, there was questionnaire instrument test for research the validity and reliability as well as classical assumptions. There was also a partial hypothesis test (t test) and simultaneous testing (Test F) with error tolerance level of 5%. The results showed that all variables which include: Service Quality, Perceived Price, and Promotion have generated positive and significant impact for prospects to decide becoming XYZ Media customers.

Keywords: Service Quality, Perception Price, Promotion, Decisions to become Customers

INTRODUCTION

Communication plays a major role in people's lives, especially in in the process of transmitting a message from the sender to the recipient without distortion or reduction of the message itself. The role of communication today appears in several means, one of which is in a form of Internet and *pay-TV* (either using satellite or cable).

Especially, in Cable TV business, the competition is now very tight. The growth prediction of TV subscription service in Indonesia is still large. Of the approximately 45 million television owners, only less than 5% use *pay-TV* services. While if we see the

market share, based on internal research conducted by XYZ Media, currently the margins have been acquired by several providers, such as: XYZ Media (44%), *Indihome* (33%), First Media (14%), and Innovate (9%).

The problem that is currently being faced by PT. XYZ Media, especially in terms of its sales is not a satisfactory one, for instance, from the target of acquiring 25,000 new customers in five major cities, so far it has only been successful in taking in 5000 new subscriptions throughout 2015 and even it fell to 3,000 customers in 2016. See Figure 1 below this.



Fig-1: Number of customers XYZ 2016

Source: Data were processed (2016)

The analysis has shown that from its internet connection, around 51% of customers are satisfied, 29% say its good enough, and the rest of 20% have expressed less satisfaction. In terms of TV image quality, 40% customer say that it is highly satisfied, 50% say it is good enough, and the remaining 10% stated they were not satisfied. In terms of channel selection, 26% of customers are highly satisfied, 58%

stated that it is quite good, and 16% said that it is less than satisfactory. From the internet speed access, 58% said they were highly satisfied, 38% stated they were quite satisfied, and 4% was less satisfied. From the aspect of competitive prices, it is shown that 26% of customers were highly satisfied, 62% stated they were quite satisfied and 22% said less satisfied, see Figure 2 below.



Fig-2: Number of Subscribers

Source: Data were processed (2016)

In term of Customer's complaints, there were 5 major ones acquired: the biggest (29 %) is in XYZ's service resolution, or the realization of what has been promised to the real actualisation to customers, the second largest complaint (20%) was on the installation process to the customer's houses, then the third complaint was on its CCR aspect (Customer Care Representative), where the service has been put into freeze or deactivated while it was not the payment deadline yet. The fourth biggest complaint (12%) was on the Sales Retail problems, and the the fifth (7%) was on

its GNOC (Global Network Operations Center), which was caused by the network system disorder both in terms of TV channels and slow or error internet connection.

Based on the description above, the following problems eventually occurred:

- The 5000 new customers target was only achieved by gaining 2,000.
- On the aspects of internet connection quality, TV picture quality, channel selection, and the

customer's price acceptance was "not satisfactory or sufficient", except some on the internet speed access which was quite satisfying to the customers.

- Price and quality comparison to other similar four provider competitors has shown that XYZ Media still performed below First Media (an ISP & pay-TV company in Indonesia) in terms of price and quality of service.
- There were quite many customers' churn happened (581 in 2015 and 6 in January to April 2016).

Phenomenon mentioned above is also supported by the other researchers from other International Journals, such as:

- Zhafira & Nabila [1], which states variable of prices, places, promotions and quality service that have significantly influenced the buying decisions from customers who reside in a strip malls in Bekasi area.
- Haque Rahman [2], which is stating the significant effect of subscribing to mobile phone communication providers in Bangladesh, using various variables, such as: price, service and product quality
- Alfred Owusu [11] who examined the effect of price and quality when purchasing mobile phones in Ghana, Africa, which have shown that those variables significantly influenced the customer's purchase decision.

From the background of the problem, the purpose of this study was to investigate and analyze several aspects that made prospects interested to subscribe for both internet and pay TV service:

- The effect of service quality
- The effect of perceived price
- The effect of promotion
- The effect of service quality, perceived price, promotion to move customers to subscribe for XYZ Media Jakarta.

LITERATURE REVIEW

Service Quality

Zeithaml, Berry in Tjiptono [3] has defined service quality as the basis for marketing service, because the core product being sold means the quality performance which is bought by customers.

While service quality according to Tjiptono [3] is a dynamic situation associated with products, people, process and environments that meet the set expectations. Another understanding of service quality is certain level of expectation where the service can fulfill the customers' needs.

Service Quality is also described as the difference between the expectations of the customers with the real perceived service itself. If the expectations are still greater than performance, it means that the quality which is perceived is less than satisfactory, so that customers' disappointment occur, while according Wyckof in Tjiptono [3], service quality is "the expected level of excellence and control over the set level of excellence to meet the customer's wants".

Based on the description of the three definitions above, it can be explained that the quality of service is focused on how the service performance is provided and how the services have met the expectations or the needs or wants of the customers.

The quality dimensions according to Parasuraman *et al.* in Kasper [4] explains that there are ten dimensions which can be summarized in five key dimensions related to service quality that is broken down into the following aspects:

- Reliability, which is the ability to provide the promised service with immediate, accurate and satisfactory.
- Responsiveness, which is the desire of the company's staff to assist customers and to deliver services responsively.
- Assurance, which is the knowledge and politeness of the staff of the company and the ability to foster trust customers to the company.
- Attention, which is an ease in relationship, good communication, personal attention and understanding the needs of customers.
- Tangibility, which is the direct evidence of service which can be seen clearly, including physical facilities, employees equipments and other means of communication.

Perception Price

According to Kottler and Keller [5], price is the only element in the marketing mix, which generates income. Price also communicates to the market about the value and product overview.

According to Cravens and Piercy [2], pricing depends on the priorities and other situational factors such as economic conditions and the level of intensity in the market. Companies should consider the level of price sensitivity, since from the customer's point of view, the cost of making the products and prices become the comparison & competition in the market.

According to Tjiptono [3] price is simply defined as the amount of money and other aspects (non-monetary) that contain the specific use to get services.

According to Lichtenstein [6] price is based on the two-dimensional aspects: the role of positive and negative price. The role of negative price occurred when high prices led to negative effects on the buyer, while the positive role of price would occur when prices are high, and yet it even increases the prospects desire to buy products / services.

The role of negative price

- Value Consciousness, which is the customers' awareness to pay a sum equally with the products / services they receive.
- Price Consciousness, occurs when customers are focused only on lower prices so they no longer care about the service quality.
- Coupon Consciousness, happens when customers want to buy because there is coupon available to purchase that particular products.
- Sale Proneness, which drives customers to purchase the items because of the discount when they buy other products / services.
- Price Mavenism, is a situation someone becomes a source of price information of certain products / services which are sold at a cheaper price and they respond promptly to the information given by the distributors.

The role of positive price

- Price-quality scheme, it is the general belief in every product category that the price level is equally related to the quality level of the product.
- Prestige sensitivity, which is based on costumers' perceptions on its status and prestige level, that a higher price indicates the customers' level class.

Promotion

Promotion is an activity that communicates the benefits of the products and persuade the target customers to buy [7]. Promotion is the sharpest marketing instrument to communicate a message to potential buyers through the various elements contained in the product. Promotion is an activity intended to influence customers so that they can become familiar with the product which will be offered by the company and to get excited and then eventually buy the products.

According to Kotler [8], the promotion dimension that is used covers:

- Advertising, which is all forms of non-personal presentation and promotion of ideas of the goods or services by the designated sponsor to get paid.
- Sales Promotion, it is a short-term incentives to encourage the desire to try or purchase the product.

- Public Relations and publicity are a variety of programs, designed to promote and protect the image of the company or individual products which are produced.
- Personal Selling, is a direct interaction between one or more prospective buyers with the goal of making a sale.
- Direct Marketing, which is intended to get a response from certain customers and prospects that is done by mail, telephone, other non-personal interfaces.

Decisions Become Customer

According to Schiffman and Kanuk [9], decision is "a selection toward two or more alternative options". In other words, an alternative option must be available for someone when making decisions. If someone has a choice between making a purchase or not, that person is in a position to take a decision.

The decision is a reaction to some alternative solutions that is done consciously to analyze any possibility – the possibility of such alternatives along with its consequences. Each decision will determine the final choice, it can be either in actions or opinions. It all started when we need to do something, but we do not know what to do.

Dimensions in decision to be customers according to Lamb, Hair and McDaniel [10], there are five stages, which covers:

- **Introduction to Problems.** Marketers need to identify circumstances that trigger a particular need, by gathering information from a number of consumers.
- **Finding Information.** Customers who stimulate his needs by seeking more information. Sources of the information comes from: personal circle (family, friends, neighbors, acquaintances), commercial sources (advertising, sales representatives, distributors, packaging, displays in stores), public sources (mass media, customer ratings institutes), experience sources (handling, assessment, and usage).
- **Evaluation of Alternatives.** Some basic concepts will help us understand customers evaluation process. First, customers who are trying to make ends meet. Second, customers who are looking for certain benefits from the product solution. Third, customers who view each product as a collection of attributes with different capabilities in delivering the benefits, who are used to satisfy that needs.
- **Purchase Decision.** In carrying out the purpose of the purchase, customers may take five sub-decisions: Brand, Dealer, Quantity, Timing and Payment method.

- **Post-Purchase Behavior.** From every purchase, customers may experience a mismatch due to attention on certain features that are disturbing or because they hear things that are positive about other brands, and they will always be alert toward any information to support their decision. Marketers must monitor the post-purchase satisfaction, post-purchase action, and the consumption of the product after their purchase.

Conceptual Framework

The framework is based on the concept of the particular phenomenon and it is also supported in the various International Journal such as:

- Zhafira & Nabila [1], which states the variable of price, place, promotion and service quality that significantly influence the decision to buy at the strip mall in Bekasi.
- Haque Rahman [2] that states the significant effect of choosing mobile phones providers in Bangladesh based on the variables of: price, service and product quality.
- Alfred Owusu [11] who examined the effect of price and quality when purchasing mobile phones in Ghana, showing that both of these variables have significantly influenced the purchasing decision. Therefore, the design of this research framework in this study is broken down to be:

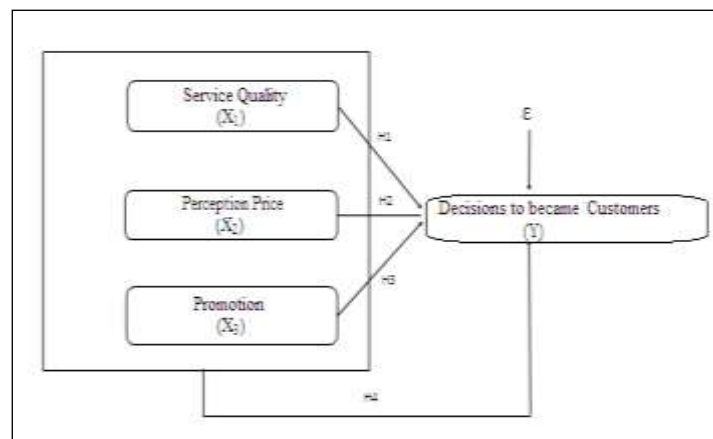


Fig-1: Framework for Thinking

METHODS

This study utilises a causal research which analyzes the causal relationship between the variables of the study according to the hypothesis which has been formulated. This type of research is chosen to explain the relation and influence that occur between variables to determine whether there is influence between organizational culture and work environment with employees' performance.

The sample in this study is using a Non Probability Sampling approach, which means that every person has an opportunity to be selected. Researcher took the members of the population based on the known populations. Respondents were randomly selected and there was representation of Customers in Jakarta Area.

Population in this study were gathered from a total of 234 people, using the Slovin calculation formula, with an error rate of 5%, and eventually generated a sample of 90 people. The data used is of primary ones, obtained directly from respondents using

questionnaires. Respondents were given questionnaires using Ordinal Scale of 1 to 5.

The data analysis is using multiple regression method, which the data was previously tested in advance by using several methods such as validity, reliability, normality test, multicollinearity and heteroskedasticity test. Once the Regression Coefficients was known, then the coefficients were put in a hypothesis test by using F test and T test. The analysis dimension was taken to determine the relation between dimensions of the influential significant variables.

RESULT AND DISCUSSION

Before the instrument was given to respondents, it was initially tested for its validity and reliability. The validity test was taken by analyzing the count R (coefficient) and R table. If R count is higher than the R table, then the questionnaire is valid and it can be used in the subsequent analysis.

Table-1: Validity Test

Variable	R - Validity	R - Table	Conclusion
X ₁₋₁	0,208	0,175	Valid
X ₁₋₂	0,622	0,175	Valid
X ₁₋₃	0,102	0,175	Not Valid
X ₁₋₄	0,199	0,175	Valid
X ₁₋₅	0,327	0,175	Valid
X ₁₋₆	0,683	0,175	Valid
X ₁₋₇	0,635	0,175	Valid
X ₁₋₈	0,741	0,175	Valid
X ₁₋₉	0,755	0,175	Valid
X ₁₋₁₀	0,634	0,175	Valid
X ₁₋₁₁	0,650	0,175	Valid
X ₁₋₁₂	0,844	0,175	Valid
X ₁₋₁₃	0,183	0,175	Valid
X ₁₋₁₄	0,781	0,175	Valid
X ₁₋₁₅	0,509	0,175	Valid
X ₂₋₁	0,847	0,175	Valid
X ₂₋₂	0,634	0,175	Valid
X ₂₋₃	0,648	0,175	Not Valid
X ₂₋₄	0,254	0,175	Valid
X ₂₋₅	0,569	0,175	Valid
X ₂₋₆	0,532	0,175	Valid
X ₂₋₇	0,382	0,175	Valid
X ₂₋₈	0,522	0,175	Valid
X ₂₋₉	0,208	0,175	Valid
X ₂₋₁₀	0,171	0,175	Not Valid
X ₂₋₁₁	0,555	0,175	Valid
X ₂₋₁₂	0,183	0,175	Valid

Note: Connection Table 3 on the next page

Table-2: Test Validity (Continued) Promotion

Promotion (X3)	R - Validity	R - Table	Conclusion
X ₃₋₁	-0,069	0,175	Not Valid
X ₃₋₂	0,046	0,175	Not Valid
X ₃₋₃	0,793	0,175	Not Valid
X ₃₋₄	0,599	0,175	Valid
X ₃₋₅	0,670	0,175	Valid
X ₃₋₆	0,638	0,175	Valid
X ₃₋₇	0,741	0,175	Valid
X ₃₋₈	0,329	0,175	Valid
X ₃₋₉	0,572	0,175	Valid
X ₃₋₁₀	0,715	0,175	Valid
X ₃₋₁₁	0,543	0,175	Valid
X ₃₋₁₂	0,683	0,175	Valid
X ₃₋₁₃	0,530	0,175	Valid
X ₃₋₁₄	0,610	0,175	Valid
Y ₁₋₁	0,555	0,175	Valid
Y ₁₋₂	0,637	0,175	Valid
Y ₁₋₃	0,191	0,175	Valid
Y ₁₋₄	0,701	0,175	Valid
Y ₁₋₅	0,330	0,175	Valid
Y ₁₋₆	0,885	0,175	Valid
Y ₁₋₇	0,741	0,175	Valid
Y ₁₋₈	0,832	0,175	Valid
Y ₁₋₉	0,597	0,175	Valid
Y ₁₋₁₀	0,701	0,175	Valid
Y ₁₋₁₁	0,330	0,175	Valid
Y ₁₋₁₂	0,885	0,175	Valid
Y ₁₋₁₃	0,741	0,175	Valid
Y ₁₋₁₄	0,832	0,175	Valid
Y ₁₋₁₅	0,597	0,175	Valid

Source: Data are at if from the research (2016)

The validity test results can be seen from the Correlated Item value – Correlation total on the item – Statistics total on the output of the SPSS 22.0 calculation results with a significant level = 0, 05. Then compare the count R with the R table. After the test to 206 respondents, the calculation results R table was 0,175.

The Reliability test was taken based on the Cronbach alpha value which is > 0, 60. The study

results show that from a questionnaire of 57 questions, 52 questions were declared valid because the calculation result of R count got to be above 0,175, and there were also 5 questions that were invalid, they are number 3, 25, 28, 29 and 45, because they were less than R table of 0,175. Finally, the three questionnaires were dismissed and removed from the list of questions and replaced with new questions

While the reliability can be seen below:

Table-3: Reliability Test

Variable	Cronbach Alpha	No Of Item
Quality of Service (X1)	0, 824	15
Perception Price (X2)	0,865	12
Promotion (X3)	0, 865	15
Decision to be Customers (Y1)	0, 913	15

All dimensions show that the value is above Alpha 0,6 which shows that all is reliable (Ghozali, 2009). The heteroskedasticity test done by using Kolmogorof Smirnov method with Asymp. Sig. (2-tailed), which means value < 0, 05, shows the following finding:

- Service Quality: 0,082, which means: value > 0, 05, it is indicating the data is normally distributed.
- Price Perception: 0,075 which means: value <0, 05, it is indicating the data is not normally distributed.
- Promotion: 0,184 which means value < 0, 05, it is indicating the data is not normally distributed

The heteroskedasticity test can be seen from the plot graphics between prediction value with dependent variable, which is ZPRED with its residual,

that is SRESID by using SPSS 22.0. When certain pattern occur, such as: waves, widened, narrowed, then there heterocedastity occurs. Based on the pattern plot figure, it shows that heterocedastity occurs, because the point is narrowing at some points (not spread out anywhere)

Multicollinearity Test was done by seeing tolerance value and VIF. based on Table 1, all free variables with tolerance value > 0,10 and VIP < 10,0 that shows free variables being used in this research do not show Multicollinearity indications, which means that all variables can be used as free variables.

RESEARCH RESULT

The results of multiple regression data processing using SPSS variable: service quality, perceived price, promotion, as shown in the table below:

Table-4: Regression Coefficient

Model	Un standard Coefficient		Std. Coeff.	t	Sig.
	B	Std Error	Beta		
Constant	-0, 353	0, 727		-0, 486	0, 000
Service Quality	0,235	0, 067	0,292	3, 493	0, 001
Perception Price	0, 396	0, 095	0, 375	4, 187	0, 000
Promotion	0, 230	0, 070	0, 294	3, 274	0, 002

Source: Data from studies that have been processed by SPSS (2015)

Coefficient of Determination

The coefficient of determination was used to determine the percentage contribution of the

independent variables influence together with dependent variable, which can be seen in the table below:

Table-5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,885 ^a	0,783	0,775	0,88112

- a. Predictors : (Constant), product, price, promotion, distribution
- b. Dependent variable : Customer Satisfaction

Source: Data from studies that have been processed by SPSS (2016)

From Table 8, it is explained that the coefficient of determination (R²) is 0, 775 or 77.5 percent. The decision to be customers are caused by the following factors: Service Quality, Perception of Price and Promotion, while the remaining 22,5 % was caused by other factors such as: product quality, delivery.

Quality, Technology, the practicality aspects of the products and other factors that need be researched further.

Another factor that was influencing the purchase decision or people becoming customers according to Ali Hapzi, *et al.*, [12] is the Product Quality and the Distribution Channel. Service Quality and

Pricing were also providing positive and significant impact to the Customer's satisfaction, either partially or simultaneously [13]. Besides, based on the research, Service Quality and Product Quality were positively and significantly impacting on the brand image [13].

Partial effect (T test) and the simultaneous influence (Test F)

Partial influence test was aimed to test whether each independent variable significantly influence toward dependent variable partially with $\alpha = 0.05$ and also the rejection or acceptance of the hypothesis, therefore the partial test (T test) was taken to answer the hypothesis of one or two of these studies.

Table-6: Test Results t (Partial)

No	Independent Variable	T Value	Sig t
1	Service Quality (X1)	3,493	0, 000
2	Price Perception (X2)	4, 187	0, 000
3	Promotion (X3)	3, 274	0, 002

Source: Regression estimation results

From Table 6 above, figures obtained T count X1 variable of 3.493 due to the value of T Count > T Table (3, 493.> 1,98) therefore H0 was rejected and H1 was accepted, meaning that partially there was significance lies between Service Quality with the decisions to be customers. Besides, it can be seen from the output of significance of 0,000, due to the significance value <0,005, which can be concluded that the effect on the Service Quality was influential to be the decision to be customers.

In the variable X2, figures obtained T count of 4,187 because the T count value > T table (4,187.> 1, 98) therefore, H0 was rejected and H1 was accepted, meaning that partially there was significance between Price Perception Price with the decision to be customer. In addition it can be seen from the output of significance of 0, 000, due to the significance of the

value < 0,005, therefore it can be concluded that the effect of the price perception was influential on people becoming customers.

In the variable X3 of 3,274 because T count > T table (3, 274.> 1,98) therefore, H0 was rejected and H1 was accepted, meaning that partially there was significance between Promotion with people's decision becoming customers. Besides it can be seen from the output of significance for 0, 002, due to the significance of the value <0, 005, therefore it can be concluded that Promotion was influential on people becoming customers.

To answer to the fourth hypothesis which states that the Service Quality, Price Perception, and Promotion jointly affect the customer's decision.

Table-7: Test Results are Simultaneous

ANOVA ^a						
Model		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	240,682	3	80,227	103,337	,000 ^p
	Residual	66,768	86	0,776		
	Total	307,450	895			
a. <i>Dependent Variable:</i> Decision to Became Customer						
b. <i>Predictors:</i> (Constant), Quality of Service, Perception of Price, Promotion						
<i>Source: Data from studies that have been processed by SPSS (2016)</i>						

Simultaneous significant test results can be seen in Table. 7. The F-test was conducted to determine the effect of service quality, price perception and promotion jointly to make the customer's decision. SIG value of 0,000 shows significant level of 'A' of 0,05 (both directions) which indicates significance as well. While the F-testing was done by comparing the value of F table with calculated F value of 103,337. The result of F-Table calculation of significance level of 5% is $df_1 = 3$, and $df_2 = 90 - 3 = 87$ gave F-Table value of 2,71, therefore the F calculation $(103,337) > F\text{-Table} (2,71)$ which cause the H_0 is rejected and

H_1 is accepted. It is concluded that Service Quality, Perceived Price, and promotion altogether become the big influence of people decide to become XYZ Media customers. This study shows the following discussion:

Analysis of the influence of Service Quality on Driving People Becoming Customers

The hypothesis 1 in this study is whether Service Quality influence people's decision to become customers, which shows the influence, especially where the dimensions of Assurance (X13) exhibit strong influence on Alternative Evaluation (Y1.3) and the customers' behaviour after they subscribe the service (Y1.5), therefore it shows that customers are very concerned in the process of selecting their Cable TV Provider, while in the long run they keep showing their concern over whatever services given by XYZ Media.

Therefore it should move XYZ Media to keep reassessing how to maintain its customers to remain loyal and do not migrate to the other providers by continually asking feedback from its customers as valuable inputs, for example, in its digital broadcast quality, other things can be giving out free additional channels for certain periods (especially for its loyal customers, who have subscribe for more than 3 years), or keep making improvement of its internet bandwidth and speed quality.

Besides giving attention on assurance dimension, the attention dimension has also a strong relation, particularly on the Introduction of The Problem (Y11), People's Decision to become

Subscribers (Y1.4) and People's Behaviour after becoming Customers (Y1.5). This actually shows that XYZ Media service model has been quite effective to maintain its customers retention (or avoiding customers move to other providers). Some aspects that XYZ Media has got are: fast service, easiness in bill payment system, good grace period to make customers happy.

This is in line with research from Zhafira [1] who did research on the products Merchandise Department Store in Bekasi, that shows the purchase decision is influenced by service quality, such as: interesting display, handy and helpful salesman, and not too long queues. Likewise on research by Aprilia [14] toward the customers in a pastry shop in Semarang, that shows it can maintain loyal customers because of the good quality service from the cakes display, good service time during transaction, and most importantly hygienic standard, which make customers always be certain on the shop's cleanliness and cake quality.

Analysis of the effect of Price Perception on the People's consideration to be customers.

Hypothesis 2 in this study is examining the price perception's positive influence on people's consideration to be customers. The results indicate that there was a strong influence on the dimensions of Value Consciousness to the people's consideration to be customers. This shows that XYZ Media customers are focused more on the form of value of the product itself rather than preferring on the cheap pricing, buying for prestige, or payment using installments method.

From this, we can conclude that XYZ Media comes from middle and upper segments, who choose XYZ Media more on the reason of the value obtained which is worth to the cost they pay. The values mentioned come in the form of: new movies that are shown on the screen, including other type of program, such as: lifestyle, environment, earth creatures, fiction and non-fiction that are shown with crystal clear picture quality, few ads, and fast internet access with only a little outage.

It is recommended to XYZ Media, to keep retaining its brand image as the best cable media provider in terms of value, and it is recommended to

keep exploring in further its middleclass customer's expectations by, for example handing out regular questionnaires, gathering, door prize drive. The bottom line is to make continuous approach to generate loyal customers.

This is in line with research conducted by Yassen [15] on customers' merchandise in Pakistan, showing that customers prefer the value of the products itself than its well-known brand or cheap pricing.

Analysis of the effect of promotion to the People's Decision to become Subscribers.

Hypothesis 3 in this study is determining whether there is influence between promotion on people's decision to become subscribers. The results indicates that there is a strong influence in particular dimensions: Personal Selling, Direct Sales, Sales Promotion and Publicity, especially on the dimensions of problem's introduction dimension to the promotion variable.

It shows that most of XYZ Media customers are mostly new subscribers, where they got into XYZ Media from all promotion channels generated by XYZ Media's promotion, direct sales, walk-in sales, advertisements, and other means of promotions. It is recommended to XYZ Media to further increase the regular efforts that have been done for many years, such as: canvassing to the big cities, Malls' gatherings, Celebrities meet-up, internet advertisements, OB vans, etc. It is also recommended to keep circulating questionnaire feedbacks after people sign their subscriptions, handing out gimmicks, etc.

This is in line with research conducted by Hendra Saputra [16] about tea products marketing in Medan, North Sumatra, that whos how new customers are interested to buy the products because of the promotion that effectively reach the customers heart.

Analysis of the influence of Quality Service, Perceived Price, Promotion that affect people's decision to become customers

Hypothesis 4 in this study determines whether there is connection between Service Quality, Perceived Price and Promotions with people's decision to become customers, which the results have indicated that there were significant relations, shown by the F-Test with a significance value of 0,000.

It can be concluded that there is a strong relations between the Service Quality, Price Perception, and promotion altogether toward people's decision to become customers in XYZ Media.

Leaders, managers or staff in an organization or institution would be able to carry out their duties and

functions effectively and efficiently if they are able to empower all the available resources properly. The resources available are: man, money, machine, Information Technology, and other resources such as the market and materials [17].

The results of this research is in line with or reinforces previous research conducted by:

- Ali, Hapzi, *et al.*, [12], Product Quality and Distribution Channels who positively and significantly influence the decision to purchase or to be customers;
- Ali, Hapzi, *et al.*, [13], that the Service Quality and Pricing also give positive and significant impact to the Customer's Satisfaction either partially or simultaneously; and
- Ali, Hapzi, *et al.*, [13], mentions that Service and Product Quality are positively and significantly impacting the brand image in addition to people's decisions to be customers.

CONCLUSION

- Service Quality is consisting of: Reliability, Responsiveness, Assurance, Attention, Direct Evidence, Positive and Significant impact toward people's decision to be XYZ Media customers.
- Perception price is consisting of: Value Consciousness, Price Consciousness, Price Quality Scheme, Prestige Sensitivity which are positively and significantly impacting people's decision to be XYZ Media customers.
- Promotion is consisting of: Advertising, Walk-in Sales, Direct Sales, Sales Promotion and Publicity that are positively and significantly impacting people's decision to be XYZ Media customers.
- Quality of Service Variable, Price Perception, and Promotion have positively and significantly impacted people's decision to be XYZ Media customers.

Suggestion

- In the Service Quality Variable, especially the Alternative Evaluation and Customer Behaviors Dimension which show that customers are very concerned when choosing what to be their Cable TV provider, it is suggested that XYZ reviews its quality service realization to its customers, such as its TV programs to be more entertaining, more updated, and filled with education and in harmony with local decency standard. There can be any a program that connects customers such as customers meet up or other thing such handing out survey questionnaires for every 6

months to assess and get customers input. It is also important to keep improving the quality of digital broadcast, giving out free additional channels for certain periods (especially for its loyal customers, who have subscribe for more than 3 years), or keep making improvement of its internet bandwidth and speed quality.

- In the Proce Perception Variable, analysis results have shown that customers prefer the products value, which shows that the customer segmentation of XYZ Media comes from the middle to the top, so that the content of the product must be really good and interesting. For this type of customers, it is suggested that XYZ Media keeps improving its product quality and values, by exploring in further the customers' needs by, for example: 1) Making customers gathering, especially those who have become loyal customers, running interesting events, and door prize and 2) Conducting questionnaire surveys online, with reward to those who fill out the questionnaire.
- At the promotion variables, It shows that most of XYZ Media customers are mostly new subscribers, where they got into XYZ Media from all promotion channels generated by XYZ Media's promotion, direct sales, walk-in sales, advertisements, and other means of promotions. It is recommended to XYZ Media to further increase the regular efforts that have been done for many years, such as: canvassing to the big cities, Malls' gatherings, Celebrities meet-up, internet advertisements, OB vans, etc. It is also recommended to keep circulating questionnaire feedbacks after people sign their subscriptions, handing out gimmicks, etc.
- Based on the determination coefficient analysis from Table 5.6, it is explained that the determination coefficient was at 0, 775 or 77,5 percentile. People;s decision to be customers are caused by the following factors, such as: Service Quality, Price Perception, while the rest was at 22,5 percentile, which was caused by other factors, such as: Products Quality, Delivery Quality, technology, Easiness in using the products, as well as other things that require further research.
- In further research, we can try to see the limitations that can be a resourceful ideas for future research development. The research expansion that is suggested from this study can also add other relevant indicators, including adding more respondents to improve research reliability improvement.

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