

THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATIONS ON THE INDIHOME PRODUCT PURCHASE DECISION PROCESS AT PLASA TELKOM NIAS

By

Anugerah Zega¹, Nov Elhan Gea², Yupiter Mendrofa³, Serniati Zebua⁴

^{1,2,3,4}Program Studi Manajemen, Universitas Nias

Email: nurazega@gmail.com

ABSTRACT

This study aims to analyze the influence of integrated marketing communications on the purchasing decision-making process for IndiHome products at Plasa Telkom Nias. Integrated marketing communications is a strategy that combines various promotional channels, such as advertising, sales promotions, direct marketing, and social media, to deliver a consistent and compelling message to consumers. This study used a quantitative approach with a survey technique of 57 IndiHome users at Plasa Telkom Nias. Data were collected through a questionnaire and analyzed using validity and reliability tests, simple linear regression, and t-tests. The results of the study indicate that integrated marketing communications significantly influence purchasing decisions for IndiHome products. A significance value of 0.000 (< 0.05) and a calculated t-value of 13.561 demonstrate a strong relationship between the two variables. This means that the better the implementation of integrated marketing communications, the higher the consumer's likelihood of purchasing IndiHome products. This research provides a practical contribution for Plasa Telkom Nias in improving marketing communication strategies to more effectively attract customer interest and strengthen consumer loyalty.

Keywords: *Integrated Marketing Communication, Purchasing Decision, Indihome.*

PENGARUH KOMUNIKASI PEMASARAN TERPADU TERHADAP PROSES KEPUTUSAN PEMBELIAN PRODUK INDIHOME DI PLASA TELKOM NIAS

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi pemasaran terpadu terhadap proses pengambilan keputusan pembelian produk IndiHome di Plasa Telkom Nias. Komunikasi pemasaran terpadu merupakan strategi yang menggabungkan berbagai saluran promosi, seperti iklan, promosi penjualan, pemasaran langsung, dan media sosial, untuk menyampaikan pesan yang konsisten dan meyakinkan kepada konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei terhadap 57 responden pengguna IndiHome di Plasa Telkom Nias. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, regresi linear sederhana, dan uji t. Hasil penelitian menunjukkan bahwa komunikasi pemasaran terpadu berpengaruh signifikan terhadap keputusan pembelian produk IndiHome. Nilai signifikansi sebesar 0,000 ($< 0,05$) dan t hitung sebesar 13,561 membuktikan adanya hubungan yang kuat antara kedua variabel. Artinya, semakin baik penerapan komunikasi pemasaran terpadu, semakin tinggi pula kecenderungan konsumen dalam memutuskan pembelian produk IndiHome. Penelitian ini memberikan kontribusi praktis bagi Plasa Telkom Nias dalam meningkatkan strategi komunikasi pemasaran agar lebih efektif menarik minat pelanggan serta memperkuat loyalitas konsumen.

Kata Kunci : *Komunikasi Pemasaran Terpadu, Keputusan Pembelian, Indihome.*

INTRODUCTION

The development of information technology has driven a growing public demand for fixed broadband internet services to support education, work, and communication activities. In the context of increasingly fierce competition among internet service providers, companies are required to not only offer quality products but also implement effective marketing communication strategies to influence consumer purchasing decisions. One widely used approach is integrated marketing communication (IMC), which integrates various marketing communication elements to deliver a consistent, consumer-oriented message (Alberta & Wijaya, 2021; Tjiptono & Diana, 2020). Theoretically, IMC plays a crucial role in shaping consumer awareness, attitudes, and perceptions of a product, which in turn influence the purchasing decision-making process. The purchasing decision-making process itself is a complex process, encompassing a series of stages, from need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Schiffman & Wisenblit, 2019). Therefore, the effectiveness of marketing communications is measured not only by the intensity of promotion but also by the marketing message's ability to guide consumers through these decision-making stages in a convincing and consistent manner.

Several previous studies have shown that integrated marketing communications significantly influences purchasing decisions for IndiHome products in various regions. Rizky (2017) found that IMC positively impacts the IndiHome purchasing decision process, while research by Silviyani (2021) and Vicenovie (2022) confirmed that the better the implementation of integrated marketing communications, the higher the consumer's tendency to choose IndiHome over competing products. These findings demonstrate that IMC is a strategic variable in influencing consumer behavior in the internet service industry. However, the effectiveness of integrated marketing communications is contextual and can vary across service areas. At the service unit level, such as at Plasa Telkom Nias, issues persist regarding understanding service information, the appropriateness of promotional messages to consumer experiences, and consumer reconsideration before making purchasing decisions. This situation indicates an empirical gap that requires further study regarding the extent to which integrated marketing communications truly influence the consumer purchasing decision process in the local context.

Based on this description, this study aims to analyze the influence of integrated marketing

communications on the purchasing decision process for IndiHome products at Plasa Telkom Nias. The results are expected to enrich empirical studies on IMC and purchasing decisions, as well as provide practical evaluation material for companies in developing more effective and consumer-oriented marketing communications strategies.

LITERATURE REVIEW

Integrated Marketing Communication

Integrated marketing communications (IMC) is a strategic approach that integrates various forms of marketing communications, such as advertising, sales promotions, direct marketing, personal selling, and digital media, to deliver a consistent message to consumers. The primary goal of IMC is to create synergy across communication channels, resulting in a stronger, clearer, and more persuasive message for consumers (Tjiptono & Diana, 2020). This approach emphasizes the importance of message consistency in building consumer understanding and trust in a product or brand. Basu Swastha (2014) explains that marketing communications is a means for companies to inform, persuade, and remind consumers about the products they offer. Within the IMC framework, communication activities do not stand alone but are designed in an integrated manner so that each element supports and strengthens the marketing impact. Alberta and Wijaya (2021) emphasize that effective IMC implementation can increase sales while strengthening brand awareness, especially in highly competitive environments.

Thus, IMC is not merely understood as a promotional activity, but as a long-term communication strategy oriented toward consumer relationships. The success of IMC depends heavily on a company's ability to align promotional messages with consumer needs and experiences.

Buying decision

Purchasing decisions are the mental and behavioral processes consumers undergo in selecting, purchasing, and using a product or service to meet their needs. Schiffman and Wisenblit (2019) state that the purchasing decision process consists of several stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Each stage is influenced by both internal consumer factors and external stimuli, including marketing communications. In the context of service marketing, purchasing decisions tend to be more complex because consumers cannot physically evaluate the product before use. Therefore,

information conveyed through marketing communications is a primary reference in shaping consumer perceptions and beliefs. Tjiptono and Diana (2020) emphasize that the clarity of information and the credibility of marketing messages significantly influence consumer confidence in making purchasing decisions. Positive purchasing decisions reflect a company's success in accurately conveying product value and relevance to consumer needs. Conversely, inconsistent communication or communication that doesn't align with consumer experience can trigger doubt and delay purchasing decisions.

Conceptually, integrated marketing communications is closely linked to the consumer purchasing decision process. IMC serves as an external stimulus that influences the information search and alternative evaluation stages of the purchasing decision process. When marketing messages are delivered consistently and integratedly, consumers tend to have a better understanding of the product and are more confident in their decision-making. Rizky's (2017) research shows that integrated marketing communications positively influences the purchasing decision process for IndiHome products. The results confirm that the better the implementation of IMC, the more likely consumers are to proceed to the purchase decision stage. Similar findings were also presented by Silviyani (2021), who stated that marketing communications significantly influenced IndiHome purchasing decisions in Cirebon City.

Furthermore, Vicenovie (2022) added that IMC not only directly influences purchasing decisions but also through the formation of a positive brand image. A strong brand image strengthens the effects of marketing communications and increases consumer confidence in product selection. Thus, IMC can be viewed as a strategic variable that plays a crucial role in influencing purchasing decisions, particularly in the competitive and trust-based telecommunications services industry.

RESEARCH METHODS

This study uses a quantitative approach with an associative research type, which aims to analyze the influence of integrated marketing communications on the purchasing decision process for IndiHome products at Plasa Telkom Nias. The independent variable in this study is integrated marketing communications (X), while the dependent variable is the purchasing decision (Y). The study population was all IndiHome customers in the Plasa Telkom Nias service area. Purposive sampling was used, with respondents being current or potential IndiHome users. Primary data was collected through questionnaires and secondary data was collected through literature review.

The research instruments were tested for validity and reliability before being used in primary data collection. Data analysis was conducted using simple linear regression, supported by correlation coefficient and determination coefficient tests, and hypothesis testing (t-tests) to determine the significance of the influence of integrated marketing communications on purchasing decisions.

RESULTS AND DISCUSSION

This study aims to determine the effect of integrated marketing communications on the purchasing decision process for IndiHome products at Plasa Telkom Nias. Data were obtained through the distribution of questionnaires to respondents who were IndiHome users or potential users, then analyzed using simple linear regression supported by validity tests, reliability tests, correlation coefficients, coefficients of determination, and hypothesis testing (t-tests). Prior to further analysis, the research instrument was first tested for validity and reliability. The validity test results showed that all statement items in the integrated marketing communication and purchasing decision variables had correlation values greater than the table's r value, thus all items were declared valid and suitable for use as research measurement tools. Furthermore, the reliability test results indicated that the research instrument had a good level of consistency, making it reliable in measuring the variables studied.

Based on the results of a simple linear regression analysis, a regression equation was obtained indicating a positive relationship between integrated marketing communications and purchasing decisions. The regression coefficient is positive, indicating that improving the quality of integrated marketing communications is followed by an increase in purchasing decisions for IndiHome products. In other words, the better the implementation of integrated marketing communications, the higher the consumer's tendency to make purchasing decisions. The coefficient of determination (R^2) test results showed a value of 0.8163, or 81.63%. This value indicates that the integrated marketing communications variable can explain 81.63% of the variation in purchasing decisions for IndiHome products at Plasa Telkom Nias. Meanwhile, the remaining 18.37% is influenced by factors other than the research variables, such as service quality, price, customer satisfaction, and consumer situational factors.

The high value of the coefficient of determination shows that integrated marketing communications is a very dominant factor in forming consumer purchasing decisions at the

research location. Hypothesis testing was conducted using a t-test to determine the significance of the influence of integrated marketing communications on purchasing decisions. The t-test results showed a calculated t-value of 13.561 with a significance level of 0.000, which is lower than the 0.05 level. Thus, the hypothesis that integrated marketing communications has a significant influence on purchasing decisions is accepted. These results statistically prove that integrated marketing communications have a real and significant influence on the decision to purchase IndiHome products at Plasa Telkom Nias.

Discussion

The results of the study indicate that integrated marketing communications have a significant and positive influence on the purchasing decision of IndiHome products at Plasa Telkom Nias. This finding confirms that marketing communications not only function as a means of conveying information, but also as a strategic factor that shapes consumer perceptions, beliefs, and attitudes in the purchasing decision-making process. The very low significance value (0.000) and high t-value indicate that integrated marketing communications are an important determinant in consumers' decisions to choose IndiHome. Conceptually, these results align with consumer behavior theory, which states that purchasing decisions are influenced by marketing stimuli received by consumers (Schiffman & Wisenblit, 2019). In this context, integrated marketing communications act as external stimuli that strengthen the information search and alternative evaluation process. When consumers receive consistent messages through various channels—such as advertising, social media, sales promotions, and personal selling—uncertainty in decision-making can be minimized, thus increasing consumer confidence in making a purchase. The high coefficient of determination (81.63%) indicates that a significant portion of the variation in consumer purchasing decisions can be explained by integrated marketing communications. This indicates that, in the context of Plasa Telkom Nias, the quality and consistency of marketing communications have a very dominant influence compared to other factors. This finding supports the view of Tjiptono and Diana (2020), who emphasized that integrated marketing communications can build trust and clarify product value, particularly in the marketing of intangible services that pose a high risk to consumers. From an empirical perspective, the results of this study are consistent with Rizky's (2017) study, which found that integrated marketing communications positively influenced the purchasing decision process for IndiHome products.

This similarity in results suggests that the effectiveness of IMC is relatively stable across regions, despite differences in consumer characteristics and market conditions. Furthermore, Silviyani's (2021) study also showed that marketing communications significantly influenced IndiHome purchasing decisions, indicating that the role of marketing communications remains relevant in the face of increasingly fierce competition in internet services.

Furthermore, the findings of this study align with those of Vicenovie (2022), who stated that integrated marketing communications can influence purchasing decisions both directly and through brand image formation. In the context of Plasa Telkom Nias, the consistency of promotional messages and the intensity of communications received by consumers have the potential to strengthen IndiHome's image as a reliable internet service provider, thereby encouraging consumers to make purchasing decisions. Thus, integrated marketing communications not only impact short-term purchasing decisions but also have the potential to build long-term relationships between the company and consumers. However, the very high coefficient of determination also requires critical consideration. Using only one independent variable, it is possible that the effect of integrated marketing communications reflects the accumulation of other factors not explicitly measured, such as service quality, network stability, or customer satisfaction. This indicates a limitation of the study that must be considered when interpreting the results. Therefore, although integrated marketing communications has been shown to have a significant effect, this result cannot be interpreted as implying that other factors do not play a role in consumer purchasing decisions.

From a practical perspective, the results of this study imply that Plasa Telkom Nias needs to maintain and enhance its existing integrated marketing communications strategy. Emphasizing message consistency, clarity of product information, and alignment between promotional promises and service experiences are key to maintaining consumer trust. Thus, integrated marketing communications can serve not only as a promotional tool but also as a means of strengthening customer relationships and loyalty. Overall, this discussion demonstrates that integrated marketing communications is a strategic factor that significantly influences the purchasing decision for IndiHome products at Plasa Telkom Nias. These findings strengthen the theoretical and empirical foundations for the role of IMC in service marketing and also open up opportunities for further research to develop a more comprehensive model by incorporating other relevant variables.

CONCLUSION

This study concludes that integrated marketing communications has a significant and positive influence on purchasing decisions for IndiHome products at Plasa Telkom Nias. Statistical testing results indicate that integrated marketing communications can explain a significant portion of the variation in consumer purchasing decisions, thus being a dominant factor in driving consumer purchasing decisions. These findings confirm that consistent implementation of integrated marketing communications through various communication channels such as advertising, digital media, sales promotions, direct marketing, and personal selling—plays a significant role in shaping consumer understanding, trust, and confidence in IndiHome products. Thus, the research hypothesis stating that integrated marketing communications influence purchasing decisions is empirically proven. It is recommended to continue strengthening the implementation of integrated marketing communications by emphasizing message consistency across all communication channels, both offline and digital. Information conveyed to consumers needs to be clearer, more accurate, and more aligned with actual service conditions to maintain consumer trust. Furthermore, optimization of digital and social media platforms needs to be enhanced, given their increasingly dominant role as sources of information for consumers in the purchasing decision-making process.

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