

THE INFLUENCE OF BRAND IMAGE AND DIGITAL MARKETING ON INDIHOME PROVIDER PURCHASE DECISIONS IN SIDOARJO



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Abstract

The telecommunications industry is often characterized by competition between providers. Brand image and digital marketing play a crucial role in influencing consumer choices. This study aims to analyze the impact of brand image and digital marketing on purchasing decisions for IndiHome service providers in the Sidoarjo area. The research approach used was quantitative, involving the distribution of questionnaires to 97 respondents who were IndiHome users in Sidoarjo. Data processing was performed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) to highlight the relationships between these variables. The research findings revealed that brand image has a positive and meaningful impact on consumers' decisions to purchase IndiHome services. The indicator with the highest loading factor was the view that IndiHome is widely recognized and considered a superior internet provider. Furthermore, digital marketing also contributed significantly to supporting purchasing decisions, with the effectiveness of product communication and promotion through digital platforms being a determining factor. The results show that brand image has a significant influence on purchasing decisions with the highest indicator loading factor of 0.845 and a mean value of 4.443 in the statement "IndiHome's brand image is widely known and trusted by the public as a provider of quality internet services". Digital marketing also has a significant influence with the highest loading factor of 0.844 and a mean value of 4.361. The R-square test shows that the model is able to explain 78% of the variance in purchasing decisions (R-square 0.780). The study recommends strengthening brand image and utilizing consistent digital marketing to improve customer purchasing decisions.

Keywords: Brand Image, Digital Marketing, IndiHome, Purchasing Decision

INTRODUCTION

The development of digital technology and competition in the internet service provider industry have made brand image and digital marketing important factors in influencing consumer purchasing decisions. IndiHome, a fiber optic-based internet service owned by PT Telkom Indonesia, continues to implement various strategies to strengthen its position in the market, one of which is through branding and digital marketing. One of the leading providers, IndiHome from PT Telkom Indonesia Tbk, is facing a major challenge in the form of a decline in the percentage of users from 50.3% in 2017 to 33.8% in 2022, although it rose to 40.2% in 2023 before declining again in 2024.

This situation indicates increasingly fierce competition with other providers such as First Media, Biznet, and MyRepublic, thus urging IndiHome to strengthen its digital marketing strategy and build a strong brand image to remain relevant and competitive. The use of digital marketing can be a solution for PT Telkom to increase brand awareness (Rahma & Hariyana, 2023).

The research problem in this study is how brand image and digital marketing influence purchasing decisions for IndiHome services in Sidoarjo. This issue is relevant considering that the decline in IndiHome users is not only influenced by the technical aspects of the service, but also by consumer perceptions of the brand image and the effectiveness of the company's digital marketing communications. Brand image and digital marketing are important aspects that still need to be improved by PT Telkom (Sihotang & Supriyono, 2024). The transformation of consumer behavior, which is increasingly exposed to digital information and online recommendations, emphasizes the importance of these two factors in influencing purchasing decisions.

This study specifically aims to analyze and examine the influence of brand image and digital marketing on purchasing decisions for IndiHome services. By identifying the key factors influencing purchasing decisions, the results are expected to provide concrete recommendations for PT Telkom in designing marketing strategies that are more adaptive to the dynamics of the digital market.

In terms of academic and practical relevance, this research can contribute to the development of marketing science, especially in the context of internet services in the digital era, as well as provide applied references for industry players to increase customer loyalty and acquisition by strengthening brand image and optimizing the use of digital marketing platforms.

REVIEW OF LITERATURE

A study of consumer perspectives in the digital era highlights the importance of brand image and digital marketing in influencing purchasing decisions for Indihome providers in Sidoarjo. Digital transformation has driven the market to ensure data protection, transaction efficiency, and platform credibility. Therefore, this literature review outlines previous findings on how these two factors shape purchasing decisions for Indihome providers in Sidoarjo.

Brand Image

According to Keller (2020:76), brand image is the perception of a brand as reflected by brand associations in consumers' minds. Meanwhile, Firmansyah (2019:60) in

(Munawaroh A & Herlina L, 2024) defines brand image as a perception that arises in consumers' minds when they recall a brand from a particular product line. Furthermore, this experience will then be reflected or depicted in the brand, forming a positive or negative brand image depending on various previous experiences and images of the brand.

Digital Marketing

Digital marketing is an effort to market a brand or product through the digital world or the internet (Wiranata A.K et al., 2021). According to Kotler & Armstrong (2019), digital marketing is an effort or endeavor undertaken by companies to provide information, communicate, and promote their products and services through the internet or digital media.

Purchase Decision

According to Kotler & Armstrong in (Rahayu Oktania, 2022), purchasing decisions are elements of consumer behavior in which individuals or groups selectively choose, buy, use, and evaluate how goods and services can meet their needs. According to Tjiptono (2019:21), purchasing decisions are a process in which consumers identify or become aware of a problem, seek information about a particular product or brand, and evaluate how well each option can solve the problem, which then leads to a purchasing decision.

RESEARCH METHOD

This study uses a quantitative approach with a survey method to examine the influence of brand image and digital marketing on purchasing decisions for IndiHome services in Sidoarjo. The quantitative approach was chosen because it allows for large-scale data collection and statistical analysis to objectively test hypotheses and relationships between variables.

The research subjects were IndiHome consumers residing in Sidoarjo, with 97 respondents selected through purposive sampling, namely respondents who met the criteria for active IndiHome service users. This selection of respondents aimed to ensure the data obtained was relevant and representative of the market conditions studied.

Data collection was conducted using a questionnaire designed based on indicators of brand image, digital marketing, and purchasing decisions. The questionnaire was based on a 1-5 Likert scale, which measured respondents' level of agreement with statements related to the research variables. This technique was chosen to facilitate respondents' completion and provide quantitative data that is easy to analyze.

The data analysis used Partial Least Squares (PLS) with SmartPLS software. The PLS method was chosen because it can simultaneously test the validity and reliability of instruments and the causal relationships between variables, especially in models with latent variables and relatively small samples. Statistical tests such as path coefficients, T-statistics, and R-squared values were used to assess the strength and significance of the relationships between variables.

Research Hypothesis

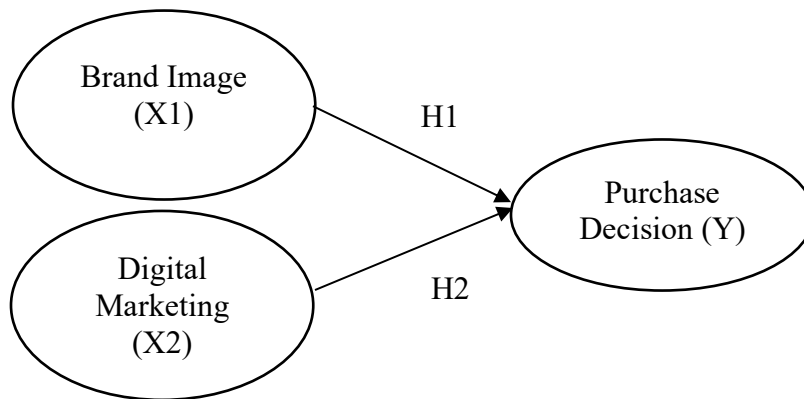
This study aims to analyze the influence of brand image and digital marketing on purchasing decisions for IndiHome providers in Sidoarjo. Based on a literature review and previous studies, the following hypotheses are proposed:

- H1: Brand Image (X1) is suspected to have a positive influence on IndiHome purchase decisions in Sidoarjo (Y).

- H2: Digital Marketing (X2) is suspected to have a positive influence on IndiHome purchasing decisions in Sidoarjo (Y).

Research Model

This research model illustrates the relationship between the independent variables, namely brand image and digital marketing, and the dependent variable, namely purchase decisions. This model aims to illustrate how these two factors influence consumer behavior in making purchasing decisions for the IndiHome provider in Sidoarjo. The model can be illustrated as follows:



The conceptual framework of this study illustrates that brand image and digital marketing act as independent variables that directly influence the dependent variable, namely the purchasing decision of the IndiHome provider in Sidoarjo. This study uses a quantitative approach with a questionnaire distribution method measured using a Likert scale. The data will be analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to test the strength and significance of the relationship between variables. The expected outcome of this model is to provide a deeper understanding of how these two factors contribute to shaping consumer decision-making, thus offering valuable insights for improving a brand image and digital marketing strategy.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondent characteristics in this study included gender and age to understand the demographic profile that contributes to the analysis of Indihome purchasing decisions in Sidoarjo. Identifying these characteristics aims to gain a more comprehensive picture of respondents' backgrounds and relevance to social media use.

Table 1.
The Characteristics of Research Subjects

Characteristics	Information	Sum	Percentage (%)	Total
Gender	Man	58	59,8%	97
	Woman	39	40,2%	

Characteristics	Information	Sum	Percentage (%)	Total
Age	18-20 years old	12	12,4%	97
	21-25 years old	55	56,7%	
	26-29 years old	20	20,6%	
	>30 years old	10	10,3%	

Source: Primary Data (processed data). 2025

In light of the data in table 1, this study involved 97 respondents were male, at 58 (59.8%). This result indicates that men dominate the respondents in this study. Men often play a primary role in decision-making when choosing an internet service. They tend to be more active in exploring and comparing various ISP (Internet Service Provider) services, as well as considering functional and technical aspects such as speed, network stability, and product value before deciding to purchase IndiHome services. The majority of respondents (55 people, 56.7%) were in the 21–25 age range. This age group tends to be active on social media and quickly absorbs information on various platforms. For those aged 21 to 25, social media is the primary tool for building social networks, maintaining relationships with friends, sharing experiences, and building personal branding. They also frequently use social media for entertainment, seeking information, and supporting academic and work activities.

Descriptive Statistics Research and Instrument Test

The following table presents a summary of descriptive statistics that includes the average scores and standard deviations for each item in the questionnaire.

Table 2.

No	Variable	Code	Item	Mean
1	Brand Image (X1)	X1.1	IndiHome providers are well known in all circles.	4,144
		X1.2	IndiHome's brand image is widely known and trusted by the public as a provider of quality internet services.	4,443
		X1.3	IndiHome has a good reputation for internet services.	4,010
		X1.4	IndiHome's brand image made me more confident in choosing their services over other competitors.	4,247
2	Digital Marketing (X2)	X2.1	The IndiHome digital marketing promotion I received via social media was very interesting and informative.	4,103
		X2.2	The IndiHome product information delivered through digital marketing was easy to understand and clear.	4,361

		X2.3	IndiHome's digital marketing made me more interested in using their services.	4,000
		X2.4	IndiHome's digital marketing has had a positive influence on my decision to subscribe to IndiHome for the past year.	4,155
3	Purchase Decision (Y)	Y.1	I feel more confident buying a product that has clear information from a credible source.	4,237
		Y.2	I was interested in purchasing this product after seeing positive reviews from other customers.	4,196
		Y.3	I'm more confident buying products recommended by friends or family.	4,227
		Y.4	If I am satisfied with the product I purchased, I am more likely to make a repeat purchase.	4,216
		Y.5	I decided to purchase an IndiHome product because it met my needs.	4,495

Source: Primary Data (processed data). 2025

Table 3.
Instrument Test Analysis

No	Variable	Item	Outer Loading	Composite Realibility	Information
1	Brand Image (X1)	X1.1	0,845	0,843	Valid and Reliable
		X1.2	0,812		
		X1.3	0,839		
		X1.4	0,742		
2	Digital Marketing (X2)	X2.1	0,744	0,764	Valid and Reliable
		X2.2	0,703		
		X2.3	0,844		
		X2.4	0,768		
3	Purchase Decision (Y)	Y.1	0,791	0,824	Valid and Reliable
		Y.2	0,793		
		Y.3	0,781		
		Y.4	0,732		
		Y.5	0,707		

Source: Primary Data (processed data). 2025

Referring to the results in Table 3, where the external loading value for each item exceeds 0.7, this indicates a high level of instrument validity. Meanwhile, reliability, as measured by the composite reliability value, also shows a value above 0.7, thus categorizing the instrument as reliable.

Hypothesis testing is presented in Figure 2 to offer an outline of the connection between the variables investigated in this study, as follows:

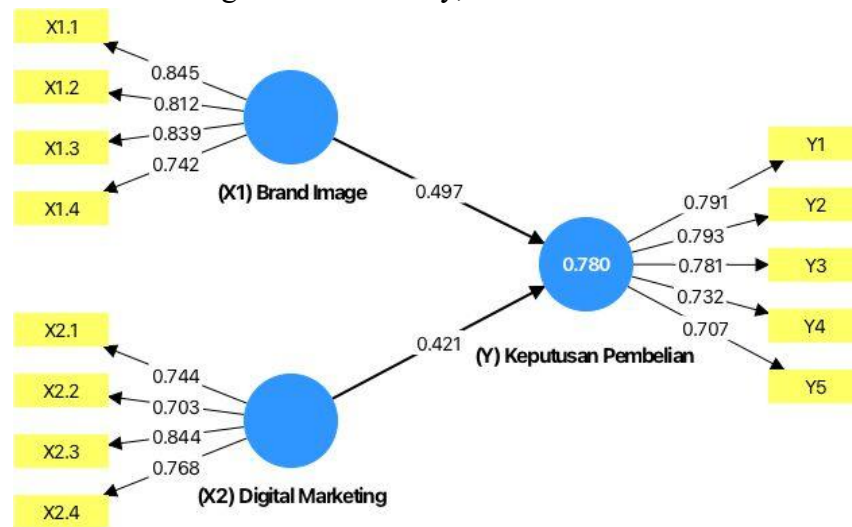


Figure 2.
Results of Hypothesis Testing

Table 4
R-Square

Variable	R-Square
Purchase Decision (Y)	0,780

Source: Primary Data (processed data). 2025

As shown in Table 4, the coefficient of determination (R^2) of 0.780 indicates that this research model is able to explain 78.0% of the variability in purchasing decisions influenced by brand image and digital marketing factors. Meanwhile, other factors not included in this study contributed to the remaining 22.0%. This finding indicates that this model has a high level of predictability, but there are still other components that can influence purchasing decisions and can be further investigated in future research.

The outcomes of the hypothesis testing are displayed in Table 5, as outlined below:

Table 5.
Results of the Hypothesis Examination

Influence of Variables	Path Coefficient	T-Statistic	P-Value	Information
(X1) Brand Image -> (Y) Purchasing Decision	0,497	5,057	0,000	Accepted
(X2) Digital Marketing -> (Y) Purchasing Decision	0,421	4,281	0,000	Accepted

Source: Primary Data (processed data). 2025

The explanation of Table 5 shows the results of the hypothesis test, which include: The first hypothesis states that Brand Image has a positive impact on Purchase Decisions and is accepted. With a path coefficient of 0.497, a T-statistic of 5.057, greater than the T-table value of 1.96 at $Z\alpha = 0.05$, and a P-value of 0.000 (smaller than $\alpha = 0.05$), it can be concluded that Brand Image has a statistically positive effect on purchase decisions.

The second hypothesis states that digital marketing has a positive impact on purchasing decisions and is accepted, with a path coefficient of 0.421, a t-statistic of 4.281, which is greater than the t-table value of 1.96 at $Z\alpha = 0.05$, and a p-value of 0.000 (smaller than $\alpha = 0.05$). Therefore, the conclusion is that digital marketing also has a statistically positive effect on purchasing decisions.

The Influence of Brand Image on Indihome Provider Purchasing Decisions in Sidoarjo

The results of the hypothesis testing in this study indicate that Brand Image influences purchasing decisions. The T-value was 5.057 (> 1.96) and the p-value was 0.000 ($< 5\%$), indicating a significance level greater than 0.05. These results support the hypothesis that Brand Image influences purchasing decisions for IndiHome products. This finding is reinforced by previous research by Idzza Hayu Meriska (2024), which found that a positive Brand Image can create positive perceptions in consumers' minds, leading them to feel more confident and trusting of the products and services offered.

This finding is also supported by research by Hendy Novendra Pratama et al., 2023, which states that Brand Image is not merely a visual identity but also a collection of consumer perceptions formed from various experiences, information, and interactions with a brand. The issues outlined in the background, related to competition and consumer needs for reliable and accessible internet services, can be addressed by strengthening Brand Image. Brand Image builds the foundation of trust and a positive image. Therefore, the right strategy in managing Brand Image can be seen from consumers' positive perceptions of quality, reputation, and trust in IndiHome, encouraging consumers to be more confident in choosing the service.

The Influence of Digital Marketing on Indihome Provider Purchasing Decisions in Sidoarjo

The results of the hypothesis test in this study indicate that digital marketing has a significant influence on purchasing decisions. The t-value is 4.281 (> 1.96), and the p-value is 0.000 ($< 5\%$), indicating a significance level lower than 0.05. The results of this study confirm the hypothesis tested, namely that digital marketing influences purchasing decisions for IndiHome products. This finding is supported by research (Jaelani & Retnowati, 2024), which states that digital marketing makes it easier for consumers to obtain product information instantly through various digital platforms such as social media, websites, and online advertising.

This finding is also supported by research (Lestari Fajar D & Azizah Nur J, 2023), which states that digital marketing, through digital advertising and creative promotional content, can build positive perceptions and boost consumer trust in a product or brand. Given the challenges of competition and consumer demand for reliable and accessible internet services, digital marketing accelerates the dissemination of information and fosters more personalized interactions with consumers. Therefore, the right strategy in managing Digital Marketing can be the main key for IndiHome to win the competition and increase sales.

CONCLUSION

This study demonstrates that brand image has a positive and significant influence on purchasing decisions for IndiHome services in Sidoarjo. A strong brand image, perceived through recognition, trust, and service quality, encourages consumers to choose IndiHome as their internet service provider. Furthermore, effective digital marketing through various social media platforms and digital communications has successfully increased consumer interest and trust in making purchasing decisions.

Simultaneously, the combination of strengthening brand image and optimizing digital marketing explains up to 78% of the variance in purchasing decisions. These results underscore the importance of both aspects as the main foundation of IndiHome's marketing strategy to remain competitive in a competitive market. Therefore, it is recommended that the company continue to improve service quality and deliver relevant and engaging digital content to expand market reach and maintain customer loyalty.

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