Analysis of the Effect of Products, Prices, Promotions and Referral Groups on Purchase Decisions for IM3 Ooredoo Products (Study on Millennial Generation at CV. Gagah Store Gresik)

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Abstract. The IM3 cellular operator consecutively ranks second in the Top Brand for 2019-2021 by recording a percentage increase every year from 12.70% to 14.60%, then to 16.30%. The millennial generation who entered the productive age amounted to 108,514,633 people in Indonesia in 2020 or 57%. The purpose of this study was to determine the purchase decision of IM3 Ooredoo in CV. Gagah Store in the millennial generation based on products, prices, promotions and referral groups.

Sampling used proportionate stratified random sampling, with details of 29 people 20-24 years old, 29 people 25-29 years old, 30-34 years old 14 people, 35-39 years old 9 people, 40-44 years old 6 people. The regression used in this study is multiple linear regression with the equation function obtained: $Y = 1.621 + 0.202X1 + 0.258X2 - 0.132X3 + 0.270X4 + e$. In testing the hypothesis, namely the significance test, product, price and reference group variables have an effect on purchasing decisions, while promotion variables have no effect on purchasing decisions.

Keywords: IM3 Ooredoo, CV. Gagah Store Gresik, millennial generation, purchasing decisions, products, prices, promotions and reference groups

1. Introduction

A circular letter was issued by the Ministry of Education and Culture (Kemendikbud) Directorate of Higher Education No. 4 of 2020 in an effort to maintain physical distance or *physical distancing* so that the pandemic willIndonesia is coming to an end. Technology in learning media is in the form of a platform that is used in every educational institution, school and college level for the learning process. The platforms used are *Google Classroom, E-learning, YouTube, WAG, Edmodo, Zoom, Googlemeet* and *platforms* that can support learning facilities from home.

The use of online learning media using the WhatsApp chat application media has made the telecommunications industry in Indonesia growing. Based on the Top Brand Award, there are 5 *prepaid simcards* that are often used in Indonesia, namely Simpati, IM3, XL, 3 (*Three*) and Kartu As. The following is a comparison of survey data conducted by top brands regarding 5 *prepaid simcard* in Indonesia from 2019-2021:

Table 1.1. Top Brand *Prepaid* Simcards 2019-2021

Brand Name Simcard	2019 (%)	2020 (%)	2021 (%)
Simpati	40.30%	34.60%	31.50%
IM3	12.70%	14.60%	16.30%
3 (Three)	12.00%	11.50%	15.30%

XL	11.00%	11.20%	13.70%
Axis	9.40%	11.10%	8.60%

Source: Top Brand Award, 2021

From table 1.1., data for 2021 is obtained only in the first quarter (first) or from January to April 2021. It is known that Simpati ranks first in *the top brand*, while IM3 also ranked second in a row. But IM3 recorded a percentage increase every year from 12.70% to 14.60%, then to 16.30%.

Based on the demographic bonus period, it is known that the generation with productive age in the range of 2020-2030, is 15-64 years old. The following is the data regarding the population of Indonesia in 2020, which is processed by researchers based on productive age and type of generation:

Table 1.2. Results of the 2020 Population Census

Age Group	Gender		Total	Productive Age/Not	Generation Type
	Male	Female			
0-4	7,996,762	7,456,932	15,453,694	Non-productive	Z
5-9	12,054,557	11,293,112	23,347,669	Nonproductive	Z
10-14	12,248,242	11,501,707	23,749,949	Non-productive	Z
15-19	11,890,104	11,232,889	23,122,993	Productive	Z
20-24	11,799,983	11,151,534	22,951,517	Productive	*Millennial*
25-29	10,983 .136	10,594,469	21,577,605	Earning	*Millennials*
30-34	10,678,855	10,444,990	21,123,845	Earning	*Millennials*
35-39	11,127,884	11,030,421	22,158,305	Earning	*Millennials*
40-44	10,363,207	10,340,154	20,703,361	Productive	*Millennials*
45-49	9,259,566	9,271,800	18,531,366	Productive	X
50-54	8,066,156	8,083,777	16,149,933	Productive	X
55-59	6,445,652	6,617,735	13,063,387	Productive	X
60-64	5,104,332	5,169,843	10,274,175	Productive	*Baby Boom*
65-69	3,445,786	3,340,480	6,786,266	Non-earning	*Baby Boom*
70-74	1,943,260	2,205,321	4,148,581	Non-earning	*Baby Boom*
75	2,221,406	2,805,338	5,026,744	Non-earning	*Baby B oom*
Don't Know	1,033,011	1,001,516	2,034,527	Non-productive	*Baby Boom*
Total	**136,661,899**	**133,542,018**	**270,203,917**		

Source: Central Bureau of Statistics, 2020

It was concluded that the millennial generation who entered the productive age amounted to 108,514,633 people from the total productive age of 189,656,487 in Indonesia in 2020. In the object of this study, researchers chose the millennial generation because the contribution of productive age was 57%.

The selection of provider objects based on sales results at the Gagah Store is different from national research, namely *top brands*. The following is a comparison of sales of starter packs at the Gagah Store from January 2020 to April 2021:

Table 1.3. Comparison of Starter Card Sales at the Gagah Store in January 2020 to April 2021

Mobile Operators	2020	2021	Total
Simpati	374	67	**441**
IM3	538	265	**803**
3 (Three)	125	18	**143**
XL	121	36	**157**
Axis	42	5	**47**

Source: Data processed, 2021

According to Lupiyoadi (2013:92), the product is the whole concept of an object or process that provides some value to consumers. Based on the sale of starter packs in CV. Gagah Store in January 2020 to April 2021, consumers choose to buy IM3 Ooredoo starter packs compared to others because IM3 Ooredoo offers value to consumers, namely a super-fast 4G network of 362 consumers, unlimited streaming of 331 consumers and communities (relatives) of fellow IM3 users. Ooredoo a total of 110 consumers. In addition to products that provide some value to consumers for making purchases, another factor in purchasing decisions is price.

According to Alma (2013:169), price can influence purchasing decisions, especially for consumers who are sensitive to price. The existence of a certain price difference will affect the purchasing decision process.

Table 1.3. Price Comparison of IM3 Ooredoo with Other

Operators Name of Cellular Operator	Telephone Rates (/Minutes) in Rupiah		SMS Rates (/SMS) in Rupiah	
	Fellow	Other Operators	Operators	Other
IM3	50	225	15	45
Axis	60	600	500	500
XL	60	600	500	500
Simpati	198	600	24	16

Source: Harga.web.id

From table 1.3, it is known that the IM3 cellular operator provides the cheapest tariff compared to other operators, namely the tariff for calls to others of Rp. 50/minute, the tariff for calls to other operators is Rp. 225/minute, SMS rate to others is Rp. 15/SMS. Meanwhile, sympathy provides the cheapest tariff on SMS to other operators, namely Rp. 16/SMS.

In addition to price which is a factor in purchasing decisions, promotion is another factor that influences purchasing decisions. Promotion according to Kotler and Armstrong (2014: 501) is a desire and trial or purchase of a product or service in order to increase sales with a short-term range. Due to the Covid-19 pandemic, the use of online learning media is often done, so the researchers took data on the price of internet packages with additional features or other bonuses from each cellular operator. The following is a comparison of promotions in the form of additional bonuses offered by IM3 Ooredoo with other operators:

Table 1.4. IM3 Ooredoo Internet Promotion Package Comparison with Other Operators

No.	Cellular Card	Name	Quota	Price	Period (Days)	Bonus
1	IM3 Ooredoo	Freedom U + 7GB	7 GB	80,000	30	There are 19 additional bonuses
	Simpati	Internet OMG 7 GB	7 GB	61,000	30	There are 9 additional bonuses
2	IM3 Ooredoo	Freedom U + 1GB	1 GB	25,000	30	There are 12 additional bonuses
	Smartfren	Super 4G Unlimited Weekly 40RB	1 GB	40,000	14	There is unlimited Internet but there is a policy on the fair usage limit of the 1GB unlimited internet package
3	IM3 Ooredoo	Freedom U + 60GB	60 GB	150,000	30	There are 18 additional bonuses
	XL	myPRIO Plan Diamond	50 GB	450,000	30	There are 4 additional bonuses
4	IM3 Ooredoo	Freedom U + 60GB	60 GB	150,000	30	There are 18 additional bonuses
	Axis	OWSEM + Unlimited Games 80GB	80GB	104,900	30	Quota is divided for 10GB morning, 30GB night, 20GB music, 20GB social media and unlimited for games

Source: Data Processed, 2021

In addition to product, price and promotion factors, there are other factors that influence purchasing decisions, namely reference groups. According to Suryani (2008) in Apriyandani, et al (2017: 182), a reference group is a consumer who may be involved or be part of one or more groups. Of the various groups that exist, the form of groups that have relevance to consumer behavior. Based on transaction data at the Gagah Store, sales of starter packs amounted to 803 consumers from January 2020 to April 2021, data on the generation that purchased starter packs was presented:

Table 1.5. Recapitulation of Consumer Generation Purchasing IM3 Ooredoo Starter Card at CV. Gagah Store

Age Group	Total	Productive Age/Not	Type Generation
10-14	56	Non-productive	Z
15-19	73	Productive	Z
20-24	215	Productive	Y
25-29	221	Productive	Y
30-34	107	Productive	Y
35-39	67	Productive	Y
40 -44	41	Earning	Y
45-49	18	Earning	X
50-54	5	Earning	X
Total	**803**		

Source: Processed Data, 2021

From table 1.5, it is known that *Generation Z* 129 people, *Millennial Generation* is 651 people and *Generation X* is 23 people. It was concluded that the millennial generation were the most consumers at the Gagah Store in purchasing the IM3 Ooredoo starter pack from January 2020 to April 2021 with 651 people.

Based on the explanation above, the researchers conducted research on the decision to purchase IM3 Ooredoo Products, a case study on the millennial generation in Gresik Regency which was influenced by several factors, namely product, price, promotion and reference group. The results of the research will be written in the form of a thesis with the title **"Analysis of the Effect of Products, Prices, Promotions and Reference Groups on the Decision to Purchase IM3 Ooredoo Products (Case Study on Millennial Generation at CV. Gagah Store Gresik)".**

The purpose of this study was to analyze the product, price, promotion and referral group influencing the purchasing decision of IM3 Ooredoo products (a case study on the millennial generation at CV. Gagah Store Gresik).

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2. RESEARCH METHODS

According to Agustina (2011: 76), *marketing mix* is a controllable set of tactical marketing tools, which are combined by *firms* to produce the response desired by the target market. *Marketing mix* is all the factors that can be controlled by a marketing manager in order to influence consumer demand for goods and services. Factors that can influence, namely: *Product, Place, Price, Promotion*.

Purchasing decision according to Buchari Alma (2013: 96), is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, *physical evidence*, *people* and *process* so as to form an attitude on the consumer to process everything. information and draw conclusions in the form of responses that appear what products are purchased. The purchasing decision indicators used in this study refer to the book of Kotler and Keller (2016: 195), including:
1. Introduction to problems
2. Information search
3. Evaluation of alternatives
4. The decision to buy

products according to Sukotjo and Radix (2010:217) is an important element in a marketing program. Product strategy can influence other marketing strategies. Purchasing a product is not just to have the product but also to meet the needs and desires of consumers. Product indicators in this study refer to the book according to Kotler & Armstrong (2015: 253-254), including:
1. Product quality Product
2. features Product
3. style and design

Meanwhile, according to Agustina (2011:102) price, price is a value expressed in rupiah for exchange/transaction or the amount of money that consumers have to pay to get goods and services. Pricing has important implications for a company's competitive strategy. The objectives set must be consistent with the way the company chooses to position its relative position in the competition. Price indicators in this study refer to the book of Kotler and Armstrong (2012: 278), among others:
1. Price affordability Price
2. compatibility with product quality
3. Price competitiveness Price
4. compatibility with benefits

According to Wiliam J. Stanton in Abdurrahman (2015: 156), promotion is one of the in the marketing mix used to inform, persuade, and remind about the company's products. The promotion indicators in this study refer to Kotler and Keller's (2016:272) book, including:
1. Promotional messages Promotional
2. media Promotion
3. time Promotion
4. frequency

The referral group according to Peter and Olson (2014:132) involves one or more people who are used as a reason for comparison or comparison. reference in forming affective responses and cognitive responses as well as conduct behavior. The indicator of the reference group in this study refers to Sumarwan's book (2011:307-308):
1. Normative
2. influence Effect of value expression
3. Effect of information

Thinking Framework
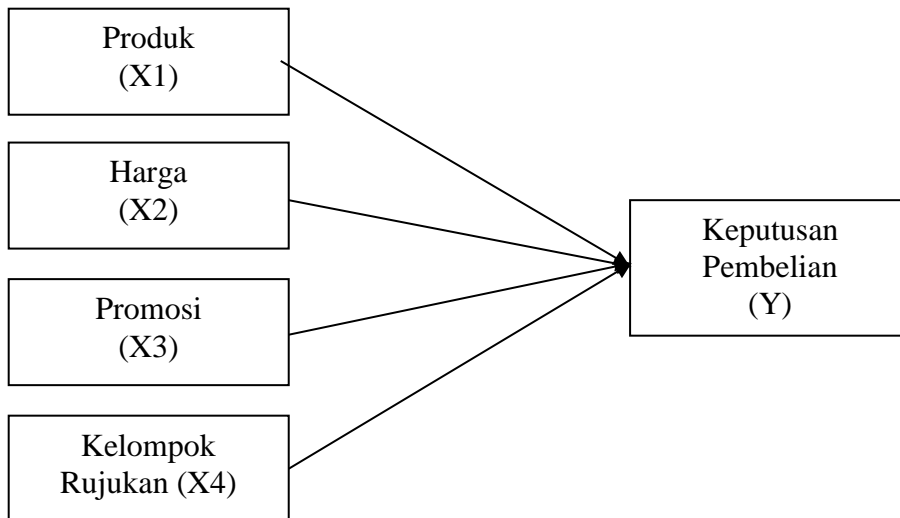
Description:

→   :   Partial

Figure 2.1
Thinking Framework

RESEARCH METHODOLOGY Research
Approach and Location
This research approach is a quantitative research. The location used in this research is CV. Gagah Store is located at Jl. Arif Rahman Hakim No. 122B, Sidokumpul, Gresik, East Java, postal code 61111.

Population and Sample
The population in this study is the millennial generation of consumers of IM3 Ooredoo products at the Gagah Store Gresik. The details of the millennial generation population are as follows:
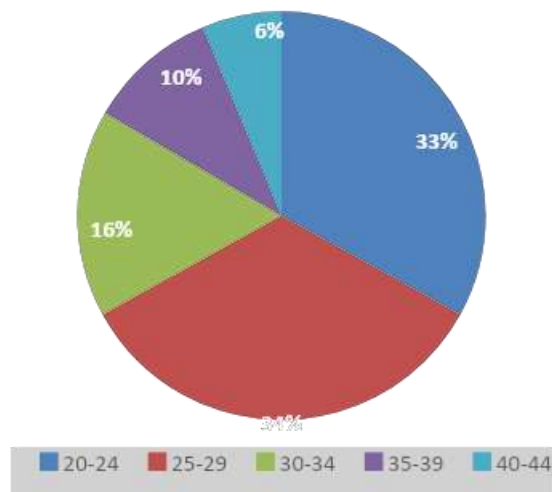
Source: Processed data, 2021
Figure 3.1. Millennial Generation Population at Gagah Store Gresik

Information:
- : 215 people (33%) of age group 20-24 years old (33%) out of 651 people
- : 25-29 year old group 221 people (34%) out of 651 people
- : 30-34 year old group 107 people (17%) out of 651 people
- : 35-39 years old group 67 people (10%) out of 651 people
- : 40-44 year old group 41 people (6%) out of 651 people

        Minimum sample size to be studied is totaling 87 respondents who bought the IM3 Ooredoo millennial generation in CV. Gagah Store Gresik. To calculate the proportion of the sample size,*proportional stratified random sampling* is used which according to Sugiyono (2014:64) this sampling technique is used for populations that have members/elements that are not homogeneous and stratified proportionally. This technique is used for grouping the millennial generation so that the number of samples is proportional. Calculation of the following sample proportions:

Table 3.1. Proportion

of Age Group	Calculation of	Total Sample	Sample rounded
20-24	$\frac{215}{651}$ x 86,684	28,628	29
25-29	$\frac{221}{651}$ x 86,684	29,427	29
30-34	$\frac{107}{651}$ x 86,684	14,247	14
35-39	$\frac{67}{651}$ x 86,684	8,921	9
40-44	$\frac{41}{651}$ x 86,684	5,459	6
		86,684	87

Source: Processed data, 2021
        Table 3.1. shows the results of the data from calculating the proportion of the sample. The total sample after counting is 86,684, then 87 samples are taken.

Types and Sources of Data
In this study, the type of data used by researchers is primary data. Primary data obtained from questionnaires through a list of questionnaire questions given to respondents, namely consumers of IM3 Ooredoo products in CV. Dashing Store in the millennial generation.
        The source of the data is the place where the desired data is obtained or the sources of data obtained for research purposes, the source of this research data is in the form of data that is directly related to consumers. Data in the form of a questionnaire obtained directly from consumers of IM3 Ooredoo products at CV. Dashing Store in the millennial generation.

Data Collection Techniques Data collection
techniques can be done using a questionnaire technique, namely by sending questionnaires to consumers of IM3 Ooredoo products at CV. Gagah Store Gresik for the millennial generation, so that data collection in this study can be obtained quickly.

Research Instrument

Test This test consists of validity and reliability tests. The measuring instrument used to measure the research variables must have been tested for validity and rehabilitation. Validity indicates how far a test or set of operations measures what it is supposed to measure. Validity testing is a degree of accuracy between the actual data and the data collected by researchers (Sugiyono, 2012:121).

According to Sugiyono (2014: 184), the decision to test the validity of respondents uses the following significant method:

1. The respondent's statement contained in the research items is said to be valid if $r_{arithmetic}$ is greater than or equal to r_{table}l ($r_{arithmetic} \geq r_{table}$)
2. The respondent's statement contained in the research items is said to be invalid if r_{count} is less than r_{table} ($r_{count} < r_{table}$)

The reliability test in this study was used with the help of the SPSS version 18 program by means of *one shot* or one measurement only with the criteria that the variable is said to be reliable if it gives a *Cronbach Alpha* > 0.60. *Cronbach's Alpha* is a reliability measure that has a value ranging from zero to one. (Sugiyono, 2016:185).

Classical Assumption

Test This test is conducted to determine whether the estimate has met the ecometric criteria in the sense that there is no serious deviation from the assumptions required. The classical assumption test consists of: normality test, multicollinearity test, heteroscedasticity test.

Normality test is declared normal if the significant value is greater than 0.05. The test carried out to see normality is to use the *Kolmogrov-Sminorv* (Ghozali, 2013: 160). In conducting multicollinearity testing, it can be seen from the results of the SPSS calculation, namely the *tolerance* and VIF values.

1. If the *tolerance* is 0.10 (less than equal to 0.10) and the *VIF* is 10, it can be concluded that multicollinearity occurs.
2. If the *tolerance* is 0.10 (more than 0.10) and the *VIF* is 10, it can be concluded that there is no multicollinearity.

The basis for taking the heteroscedasticity test is through the glejser test, as follows:

a. If sig. 2-tailed < = 0.05, then there has been heteroscedasticity.
b. When sig. 2-tailed > = 0.05, then there is no heteroscedasticity.

Data Analysis Techniques Data

analysis used in this study is multiple linear regression and coefficient of determination test ($R2$)using the dependent variable Purchase Decision (Y), while the independent variable uses the variable Product ($X1$), Price ($X2$), Promotion (X_3) and the Reference Group (X_4). Multiple regression line equation used:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Description:

Y	=	Purchase Decision
a	=	Constant Element
b_1, b_2, b_3, b_4	=	Regression Coefficient of Independent Variable
X_1, X_2, X_3, X_4	=	Variable Product, Price, Promotion, Reference Group
e	=	*Standard error*

The coefficient of determination (R^2) explains how much variable X (predictor) can explain the emergence of variable Y (criteria)

Hypothesis

testing in this study uses a significance test. This study uses a significance level (α) of 0.05 (5%). The statistical hypothesis is:

1. $H_0 : b_1 = b_2 = :b_3 = 0$ which means that Products, Prices, Promotions and Referral Groups partially have no effect on Purchase Decisions. IM3 Ooredoo Product (Study on Millennial Generation at CV. Gagah Store Gresik)

2. $H_a:b_1 \neq b_2$ 3 $b_0 means$ that Products, Prices, Promotions and Referral Groups partially have an influence on Purchase Decisions. IM3 Ooredoo Product (Study on Millennial Generation at CV. Gagah Store Gresik)

RESEARCH RESULTS Research
Instruments

Test This test consists of validity and reliability tests. The following are the results of the observation of the questionnaire on the validity test taken from the data processed with SPSS, the results of the processed data are as follows:

Table 4.1
Recapitulation of the Validity Test Results of Research Instruments

No.	Items Question	r Count	r Table	Description
1.	**X1**			
	X1.1	0.775	0.2084	Valid
	X1.2	0.703	0.2084	Valid
	X1.3	0.774	0.2084	Valid
2.	**X2**			
	X2.1	0.639	0.2084	Valid
	X2.2	0.696	0.2084	Valid
	X2.3	0.2084	0.629	Valid
	X2.4	0.781	0.2084	Valid
3.	**X3**			
	X3.1	0.634	0.2084	Valid
	X3.2	0.2084	0.776	Valid
	X3.3	0.753	0.2084	Valid
	X3.4	0.620	0.2084	Valid
4.	**X4**			
	X4.1	0.759	0.2084	Valid
	X4.2	0.741	0.2084	Valid
	X4.3	0.745	0.2084	Valid
5.	**Y**			
	Y1	0.668	0.2084	Valid
	Y2	Valid	0.683 0.2084	Y3
	0.681	0.2084	Valid	Y4
	0.683	Valid	0.2084	Source

: Appendix 5

From the results of the instrument validity test all variables obtained $r_{count} > r_{table}$ 0.2084. So all the statement items from the independent and dependent variables are proven valid. The reliability test in this study is as follows:

Table 4.2
Recapitulation of Research Instruments Reliability Test Results

Decision	*Alpha*	*Reliable*	Description
Product	0.609	0.600	Reliable
Price	0.626	0.600	Reliable
Promotional	0.642 0.600 Reliable Referral Group 0.605	0.600	Reliable

| Purchase | Reliable | 0.608 | 0.600 |
| Source | : | Appendix | 5 |

Based

on table 4.2 shows that the independent variable and the dependent variable have a value greater than 0.60. It is concluded that the measuring instrument used in this study is *reliable* or reliable.

Classical Assumption Test The classical

assumption test consists of: normality test, multicollinearity test, heteroscedasticity test. testing normality are as follows:

Table 4.3
Recapitulation of Normality Test Results of

	Unstandardized Residual
Kolmogorov-Smirnov Research Instruments Research Instruments Kolmogorov-Smirnov Z	1.041
Asymp. Sig. (2-tailed)	,229

Source: Appendix 5

Based on table 4.3 shows that the *significance* value has a value greater than 0.05. So the question items are all considered to be normally distributed.values *tolerance* for each of the following variables:

Table 4.4
Recapitulation of Multicollinearity Test Results Research Instruments

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reg_Produk	,753	1,328
	Reg_Price	,473	2,115
	Reg_Promosi	,492	2,033
			Reg_Group
	Reference	,639	1,565

Source: Appendix 5

Table 4.4, shows the *tolerance* for all independent variables > 0.10 and the VIF value for all independent variables is also < 10, this is in accordance with the condition that there is no multicollinearity. The results of the heteroscedasticity test can be shown in the following table:

Table 4.5
Recapitulation of Heteroscedasticity Test Results of Research Instruments

Model		T	Sig.
1	(Constant)	Reg_Pro duk	,012
	2,576	-1,277	,205
	Reg_Price	,	970,335
	Reg_Promosi	-1,045	,299
	Reg_Group Reference	-,716	,476

Source: Appendix 5

Based on table 4.5 shows that the dependent variable has a significant value greater than 0.05. Thus it is concluded that there is no heteroscedasticity.

Data Analysis Data
analysis used in this research is multiple linear regression and coefficient of determination test (R^2). Multiple linear regression testing carried out with the help of SPSS obtained the following results:

Table 4.6
Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1,621	,464	
	Reg_Produk	,202	,092	,229
	Reg_Price	,258	,125	,271
	Reg_Promosi	-,132	,120	-,143
	Reg_Reference Group	,270	,096	,318

Source: Appendix 5

The multiple linear regression equation can be explained as follows :

$$Y = 1.621 + 0.202X_1 + 0.258X_2 - 0.132X_3 + 0.270X_4 + e$$

1. The constant (*a*) of 1.621 means that it has a positive meaning of 1.621, the higher the product variable (X_1), price (X_2), promotion (X_3) and the reference group (X_4), the higher the purchasing decision variable.
2. If the product (X_1) 0.202 means positive, if X_1 changes then Y will change by 0.202. Assuming price (X_2), promotion (X_3) and referral group (X_4) are fixed.
3. If the price (X_2) 0.258 means positive, if X_2 changes then Y will change by 0.258. Assuming the product (X_1), promotion (X_3) and reference group (X_4) remain.
4. If promotion (X_3) is 0.132, it means that it has a negative meaning, the higher the promotional activity, it will have a negative impact (decrease) on consumer purchasing decisions, assuming the product (X_1), price (X_3) and the reference group (X_4) are fixed.
5. If the reference group (X_4) 0.270 means positive, if X_4 changes then Y will change by 0.270. Assuming the product (X_1), the price (X_2) and the promotion p(X_3) are fixed.

While the coefficient of determination ($R2$)can be seen in the following table:

Table 4.7

Results of the Analysis of the Coefficient of Determination ($R2^1$)

Model	R	R Square	Adjusted R Square
,	571a	,326	,294

Source: Appendix 5

1. From the results of *Adjusted R Square* = 0.294 can it is said that the change in the dependent variable (Y) of 29.4% is caused by the product (X_1), price (X_2),promotion (X_3) and the reference group (X_4). While the remaining 70.6% can be explained by other factors outside these variables.
2. *R Square* = 0.326 means that variations in product ($X1_)$), price ($X2$,promotions) ($X3_{reference}$and groups ($X4_{are}$able to explain the purchase decision variable (Y) of 32.6%, while 63, 4% due to other factors.
3. R = 0.571 means that the strong relationship between the variables (X) together with the variable (Y) is 57.1%

Hypothesis Testing

Table 4.8
Hypothesis Testing Analysis Results (Significance Test)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,621	,464		3,496	,001
Reg_Produk	,202	,092	,229	Reg_Price	,031
2,197	,258	,125	,271	2,055	,043
Reg_Promosi	-,132	,120	-,143	-1,104	,273
Reg_Group	,	096	,318	2,800	0,006

Source: Appendix 5

The results of the research on the product variable (X_1) obtained a significant value of 0.031 while the significance of 5% or 0.050. This shows that the$_{arithmetic}$ significance < 5% significance. Thus the results of statistical calculations show that the product variable (X_1) is proven to have a significant effect on purchasing decisions for IM3 Ooredoo products.

The results of research on the price variable (X_2) obtained a significant value of 0.043 while the significance of 5% or 0.050. This shows that the$_{arithmetic}$ significance < 5% significance. Thus, the results of statistical calculations show that the price variable (X_2) is proven to have a significant effect on purchasing decisions for IM3 Ooredoo product purchase decisions.

The results of research on the promotion variable (X_3) obtained a significant value of 0.273 while the significance of 5% or 0.050. This shows that the$_{arithmetic}$ significance > 5% significance. Thus the results of statistical calculations show that the promotion variable (X_3) has no significant effect on purchasing decisions for IM3 Ooredoo product purchase decisions.

The results of the study on the reference group variables (X_4) obtained a significant value of 0.006 while the significance of 5% or 0.050. This shows that the_arithmetic significance < 5% significance. Thus, the results of statistical calculations show that the reference group variable (X_4) has a significant effect on purchasing decisions for IM3 Ooredoo product purchase decisions.

INTERPRETATION OF THE RESULTS

Based on the research and analysis carried out by the researcher using the SPSS application, the researcher can interpret the results of proving the partial regression hypothesis (t test) to determine each independent variable consisting of Product, Price, Promotion and Referral Group on the dependent variable. namely Purchase Decision.

1. product ($X1_{The}$Purchase Decision Variable

    Product ($X1_a$significance result of 0.031, while the significance level used was 5% or 0.050, thus the results of statistical calculations showed that the product variable ($X1_)$proved to have a significant effect on purchasing decisions. IM3 Ooredoo product. The results of this study are in accordance with the opinion of Kotler and Armstrong (2014: 248), a product is anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a want or need. This research is in line with previous research conducted by Purwasih (2019) which stated that product variables had a significant effect on purchasing decisions. Based on the questionnaire on the sales promotion variable, namely table 4.7, the average response was obtained with a total score of 364, which means that in general buyers have a good response agreeing with the product variable. IM3 Ooredoo cellular operator is the highest purchase in CV. Gagah Store Gresik compared to other cellular operators, namely 803 transactions in the period January 2020 to April 2021. According to an interview with the owner of CV. Gagah Store Gresik, IM3 Ooredoo products are purchased by consumers because of the super fast 4G network of 362 consumers, unlimited streaming of 331 consumers and the community (relatives) of fellow IM3 Ooredoo users with 110 consumers.

2. Price ($X2_)$on the Purchase Decision Variable

    Price ($X2_)$obtained a significance result of 0.043, while the significance level used was 5% or 0.050, thus the results of statistical calculations showed that the price variable ($X2_)$proved to have a significant effect on purchasing decisions. IM3 Ooredoo product. The results of this study are in accordance with Agustina's opinion (2011: 102), price is a value expressed in rupiah for exchange/transactions or an amount of money that must be paid by consumers to get goods and services. This research is in line with previous research conducted by Yanti (2017) and Purwasih (2019) which stated that the price variable had a significant effect on purchasing decisions. Based on the price variable questionnaire, namely table 4.8 the average response with a total score of 375, which means that in general buyers have a good response, strongly agree with the price variable. Price or tariff IM3 Ooredoo provides the cheapest price or tariff compared to other operators, namely the tariff for calls to others of Rp. 50/minute, the tariff for calls to other operators is Rp. 225/minute, SMS rate to others is Rp. 15/SMS.

3. Promotion ($X3$Purchase Decision Variable

    Promotional (X_3) obtained a significance result of 0.273, while the significance level used was 5% or 0.050, thus the results of statistical calculations showed that the promotion variable (X_3) had no significant effect on purchasing decisions. IM3 Ooredoo product. The results of this study differ from the opinion of Dane et al (2013:1-2), promotion is not only introducing a product or the advantages of the product, but promotional activities are intended to be able to communicate with consumers, so that companies can introduce, persuade, influence consumers to buy products or services. service. This study is different from previous research conducted by Yanti (2017), Nurhayati (2017) and Purwasih (2019) which stated that the promotion variable had a significant effect on purchasing decisions. Based on the location variable questionnaire, namely table 4.9, the average response was obtained with a total score of 376, which means that in general respondents have good responses, strongly agree with the promotion variable.

    The cause of promotion to reduce purchasing decisions is because promotion is an activity carried out by the company to accelerate the process of increasing sales turnover. If sales turnover is felt to be large enough or as expected, the company usually lowers promotional activities or maintains promotions. However, there is often a decline in sales, when the company stops or reduces promotional activities. This is because consumers have lost their appeal and IM3

Ooredoo's products have been replaced by other cellular phone products that are actively carrying out promotional activities. In addition to the promotions given directly from the IM3 Ooredoo cellular phone, based on interviews with the owner of CV. Gagah Store Gresik, CV. Gagah Store Gresik offers promotions from January 2020 to April 2021, with details:

a. The promotion given from January 2020 to June 2020 is the purchase of pulses in the amount of Rp. 500,000 in 1 month transaction with the same buyer, get free credit of Rp. 25,000 (5%) of the purchase.

b. The promotion given from July 2020 to December 2020 is the purchase of a starter pack at a price of Rp. 50,000 and purchases more than 10 times, the buyer gets 1 free starter pack at a price of Rp. 25,000.

c. The promotions given from January 2021 to June 2021 are the purchase of telephone, internet or SMS packages at a price of Rp. 50,000 and purchases more than 10 times, the buyer gets 1 package that can be selected by telephone, internet or sms with a value of Rp. 25,000.

It was concluded that CV. Gagah Store Gresik provides promotions according to promotional indicators, namely the promotion time is given at 6 months, and promotions are given only for certain purchases, namely credit, starter packs and packages (internet, SMS and telephone). This can cause consumers to lose their attractiveness, therefore, promotions should be given, namely for all purchases of IM3 Ooredoo products, namely starter packs, credit and packages (internet, SMS and telephone), so that buyers will be interested and recommend the seller to other buyers.

4. Reference Group (X4)

Promotion (X3) obtained a significance result of 0.006, while the significance level used was 5% or 0.050, thus the results of statistical calculations showed that the reference group variable (X4) had a significant effect on purchasing decisions for IM3 Ooredoo products. The results of this study are in accordance with the opinion of Olson and Peter (2014:132), the reference group is an individual or group of people who significantly influence a person's behavior as a reason for comparison or reference in forming affective responses and cognitive responses as well as making purchase decision behavior. This study is in line with previous research conducted by Zulfikri (2013) which stated that the reference group variable had a significant effect on purchasing decisions. Based on the reference group variable questionnaire, namely table 4.10, the average response was obtained with a total score of 372, which means that in general customers have good responses, strongly agree with the reference group variable.

Based on transaction data in CV. Gagah Store, sales of starter packs amounted to 803 consumers in January 2020 to April 2021, the millennial generation (20 to 44 years) were the most consumers in CV. Gagah Store in purchasing IM3 Ooredoo starter packs from January 2020 to April 2021 with 651 people.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

After testing all the hypotheses proposed in this study, conclusions can be drawn from these hypotheses, namely:

1. The product has a positive and significant impact on the purchase decision of IM3 Ooredoo (Case Study on Millennial Generation at CV. Gagah Store Gresik).

2. Price has a positive and significant effect on the purchase decision of IM3 Ooredoo (Case Study on Millennial Generation at CV. Gagah Store Gresik).

3. Promotion has a negative direction and does not significantly influence the purchase decision of IM3 Ooredoo (Case Study on Millennial Generation at CV. Gagah Store Gresik).

4. The referral group has a positive and significant impact on the purchase decision of IM3 Ooredoo (Case Study on Millennial Generation at CV. Gagah Store Gresik).

Recommendation

Recommendations for managerial aspects, recommendations in this study are:

1. Product: for the company, the product is an absolute must-have supporting factor. Improvements need to be made on the indicators of this research product, namely:

    a. Product quality: need to review or add cheap package offers for various communication media such as telephone, SMS and internet and fast 4G network with cheap e-book packages.

    b. Product features: required review or change to package variations such as internet which provides additional telephone and SMS services which previously cost Rp. 50/minute for each other and Rp. 225/minute becomes cheaper and SMS to others is Rp. 15/SMS and Rp. 45/SMS to other operators is cheaper.

    c. Product Style and Design: need to review or add unlimited e-commerce packages, unlimited streaming and unlimited daily packages (facebook, whatsapp, gojek, grab and twitter) with cheap e-book reader packages.

2. Price: for consumers, price is an important factor in deciding the purchase of a product, both goods and services. Improvements need to be made on the indicators of this research product, namely:

    a. Affordability: need review to attract purchasing power.

    b. Price compatibility with product quality: review is needed to attract purchasing power.

    c. Price competitiveness: review is needed to attract purchasing power.

    d. Price-to-benefit: review is needed to attract purchasing power.

3. Promotion: for companies to maintain and attract the purchasing power of consumers and IM3 Ooredoo customers, especially in CV. Gagah Store Gresik, must be evaluated because the effect of promotion on purchasing decisions is negative. According to Yuliana (2013), holistic marketing strategy at PT. Indosat Tbk, integrated marketing, one of which is communication. The communication carried out by Indosat applies almost all elements of IMC, including Advertising, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

    a. Advertising by PT. Indosar through television, radio, and print media that Indosat has a lot of advertisements for all Indosat products, be it IM3, Mentari, Matrix, and IM2. Not only in the mass media, but also billboards on the highway.

    b. Public Relations (PR), as the party in charge of maintaining relations with the public with planned communication and can maintain the good image of Indosat. Adita Irawati as Division Head Public Relations is in third place as Top 5 Indonesia PR People 2010 version of Marketing Mix magazine, in addition the PR program is also the best in terms of image and reputation building version of Marketing Mix magazine by creating crisis anticipation programs through social media.

    c. Sales Promotion and Personal Selling, in this case Indosat uses SPG services, generally they offer their products when Indosat sponsors an event and opens a venue at the event, besides offering products, in this case Indosat also provides promotions to attract potential consumers and consumers and provide merchandise at the time of the event.

    d. Direct Marketing is where Indosat can reach consumers without intermediaries, and in this case Indosat does not offer a product but offers a feature and provides information on facilities from Indosat. To do this direct marketing, Indosat always sends sms to its customers to offer their services.

Based on promotional research conducted by Yuliana regarding holistic strategies at PT. Indosat Tbk, the cause of the decline in purchasing decisions due to sales promotion and personal selling, cannot be realized due to the pandemic period that is still happening in Indonesia. One of the efforts to improve purchasing decisions on the promotion variable is an increase in Advertising, Public Relations and Direct Marketing. Merger can also be done by PT. Indosat for Advertising and Direct Marketing, by collaborating with chat-based application providers, sending and receiving files in the form of sound, images, videos and others, such as WhatsApp. Platforms that support teaching and learning activities such as Google Classroom, E-learning, YouTube, WAG, Edmodo, Zoom, Googlemeet and other platforms that are able to support learning from home facilities.

The indicators of this research, namely:

a. Promotional messages: information needs to be increased in addition to internet, voice and SMS package rates, such as the affordability of a comprehensive 4G network in the archipelago and unlimited streaming.

b. Promotional media: need to be reviewed in order to attract purchasing power by adding electronic media, other than through TV, you can use intermediary applications in the play store such as

YoutubeAds, FacebookAds, GoogleAds, ShopeeAds, TokopediaAds and meeting-based electronic media, namely Zoom and GooggleDuo.

c. Promotion time: need review to attract purchasing power, such as increasing ad serving in media or print in more than 3 months.
d. Promotion frequency: need to be reviewed to attract buying power, such as increasing the number of ads appearing in one day more than previously done.

Referral group: for companies the referral group is an absolute must-have supporting factor in increasing the company's revenue. Improvements need to be made on the indicators of this research reference group, namely:

a. Normative influence: it is necessary to inform potential customers and IM3 Ooredoo customers that IM3 Ooredoo is the second Brand Award in Indonesia and shows a graph of user increase.
b. The effect of value expression: needs to be improved regarding the packages offered according to the needs in order to attract buyers.
c. Influence of information: it is necessary to inform potential customers and IM3 Ooredoo customers about the experiences of some friends who use IM3 Ooredoo products.
d. Recommendations for further researchers, this research can be used as a reference by increasing the number of samples in order to get maximum results and adding other variables such as location, risk perception, service quality.

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