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Analysis of Pricing Strategies in The Internet Service Provider Business To Increase Company Sales (Case Study: PT. Indonesia Comnets Plus (ICON+))

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Abstract: The internet has become component important in life every day in today's digital era. Online communication, shopping, reading news, watching movies and more Lots activity daily other, with rapidly development technology influences a number of aspect life we are increasing depend on the internet. Therefore it, has available internet access reliable and fast very important for support need both at home, office, and more place others. So , the existence of an Internet Service Provider (ISP) is very important important. Life has experience a number of quite a change big as consequence from the existence of competing Internet Service Providers in build infrastructure so that it can sell service his to consumer. Internet access at any time This is "primary" needs for a number of group public certain so his presence No Can separated. One of Internet Service Provider company that serves consumer namely PT. Indonesia Comnets Plus. Research objectives This For discuss influencing factors decision purchase to Internet Service Provider services with consumer product Iconnet from PT. Indonesia Comnets Plus. Where is the independent variable that influences it is Brand Image, service quality, and price are the ones factor consideration decision purchase to service Internet Service Provider.

Keyword: Brand Image, Service Quality, Price, Decision Purchaser

INTRODUCTION

Development technology which growing very rapidly make need society is also increasing increase especially in field technology information and communication, so push public for increase intensity use technology in his life daily. The internet is one of them exists development technology moment This. Internet use in Indonesia is becoming important thing Because has give convenience in matter communicate, resolve work nor in fulfil needs and desires society, so continued internet use increase every the year.

ISPs are abbreviation from the Internet Service Provider, is something company or the institution that provides it service service connection or connection internet network to customers. Internet connection provided own very wide range in a way local nor international. The users can with easy access information from various parts of the world. In order to get service the customer must pay cost in amount certain things to do every month

Association The Indonesian Internet Services Provider (APJII) sees competition business in the sector internet services are improving strict. Noted , amount Fixed broadband internet subscribers in 2023 will reach 14.91 million. Temporary For 2024 is predicted reached 18.30 million customer. challenge main for provider this internet service is competition tight pricing, brand image, as well quality service. Based on total customers recorded by APJII come from from each provider such as: IndiHome, Firt Media, My Republic, ICONNET, Vision, CBN, and XL Hone.

PT PLN (Persero) through child his business PT Indonesia Comnets plus (ICON+) introduced ICONNET as new brand service fixed broadband internet, which was previously known with Name Stroomnet. Iconnet is Broadband Internet and TV services for House up to 200Mbps. Iconnet is product new from PT. Indonesia Comnets Plus was issued on May 31 2021. Referring to existing data, the figures user fixed broadband internet in Indonesia in 2020 only increased 3 percent, from 12 percent to 15 percent, in 2020. This becomes opportunity separately for ICONNET to contribute in the fixed broadband internet market, especially with provide affordable and reachable fiber optic internet service various layer public.

(Pamungkas , Dimas Yoga. 2017) said in taking decision purchase For choose existing consumer internet services in study This are customers Iconnet from PT. Indonesia Comnets Plus will influenced by factors which influence decision purchase to Internet Service Provider services, factors the among them price, brand image, and service quality. from a number factor the will analyzed how far will it go influential in decision purchase (Suryawan et al., 2024).

METHODS

In the works scientific I related implementation strategy analysis prices on business internet service providers for increase sale company (Case Study: PT. INDONESIA COMNETS PLUS (ICON+)) based on study analytics, and research qualitative where PT. INDONESIA COMNETS PLUS (ICON+) is viewed from history sale internet service with product previous and opportunities existing sales causing PT. INDONESIA COMNETS PLUS (ICON+) create product new with service fixed broadband internet called ICONNET.

Analytical methods can also be used can done through system information, where system information is combined from system human. facilities or tool designated technology, media, procedures and education for manage communication important networks, processes and routines transaction certain. Where is the system information This will help management and interns as well as user externally and provide a market for taking the right decision. (John. F. Nash, 1995).

Study qualitative is research used for research condition natural objects, where researcher is instrument the key (Sugiyono, 2005). The difference with study quantitative is study This leave from data, utilize existing theory as material explanation and conclusion with theory. Research purposes qualitative is explain something phenomenon in a way deep with a method collect data as deeply as possible, which indicates how much depth and detail of the data studied (Susanto et al., 2024).

RESULT AND DISCUSSION

Understanding Price

Price is frequent terms used in the world of economics and finance. price including one factor important for consumer in take decision for do transaction or No. By general, price can

interpreted as mark monetary set For obtain something goods or service. According to Mahmud Machfoed (2010) defines price is the amount of money charged for services. Prices according to wide is amount value exchanged by consumers for obtain benefit ownership or use something product or service.

According to Fandy Tjiptono (2016) stated that price is the only one element marketing that brings income or income for company. In the mix 4P marketing (Price, Promotion, Product, Place), price is the only one component in mix categorized marketing as income while the others form expenditure. So the determination strategy price is very important Because have connection direct with income company in a way whole (Panggabean et al., 2023).

Pricing Objectives

According to Kotler and Keller, there are six objective main from determination price, that is as following:

a. Endure life.

this goal done at the time company is in an urgent situation like competition strict and desire changing consumers. Price set No focus on value profit but enough close variable costs and then some cost still.

b. Maximizing profit.

With consider market demand, company set the price will be maximizing existing profits obtained moment This.

c. Maximizing market targets.

The more large affordable target market, then the more sales volume is also high. By direct unit costs will be the more low and profit period long will the more tall.

d. milking.

Determination prices are high at the start and fall in a way slowly along with time. However matter This will fail If competitor big do the same thing.

e. Leadership quality product.

The company stipulates price based on level high quality and status with an affordable price.

1. Brand Image

ever-growing digital era developing, brand image is one of the component key and most crucial in success business. Therefore that, understand image brand and method build it is step First going to success. Brand image is perception or image owned by consumers about something brand or company. This matter covers all something linked with brand included in it customers emotions, values, associations, and experiences experience when interact with brand the (Intan et al., 2023).

According to Schiffman and Kanuk (2007) " Brand image is bunch association about something stored brands in mind or memory consumers". There are some factors that influence brand image Schiffman and Kanuk (2007) mention factors shaper image brand that is as following:

a. Quality or quality, related with quality product goods offered by manufacturers with brand certain.

b. Trusted or reliable. related with opinion or agreements formed by the community about something products consumed.

c. Utility or related benefits with function from something product things that can utilized by consumers.

d. Price, deep matter This related with tall low or Lots at least the amount of money spent consumer for influence something products, also available influence image period long.

- e. The image owned by the brand That himself, that is form views, agreements and related information with something brand from product certain

2. Service Quality

In running business matter the main thing is to do it noticed is satisfaction customer. When customers feel satisfied It means loyalty will obtained by companies that can influence enhancement sale. according to Lewis & Booms (in Tjiptono, 2020) quality service can interpreted as reject measuring how much Good level services provided capable in accordance with expectation or hope from customer.

quality service is achievement in effort answer all need consumer. Services provided party company to consumer aim for take heart consumer the so that Finally Ready For buy products offered. Afandi (2018, p.43) stated that in increase quality service, necessary noticed dimensions quality service as following:

- a. Procedure service.
Procedure standardized service for giver and recipient service including complaint.
- b. Completion time.
Completion time set since moment submission application until with solution including complaint.
- c. Cost service.
Cost service including the details are specified in the giving process service.
- d. Product service.
Product service, results service will be accepted in accordance with provisions that have been set.
- e. Facilities and infrastructure.
Facilities and infrastructure must provided in a way adequate by the organizer service public.
- f. Competence officer giver service.
Competence officer giver service, must set with appropriate based on knowledge, expertise, skills, attitudes and behavior required.

3. Consumer Purchase Interest

Interest in buying is desire that arises in self consumer consequence from the process of observation and learning consumer to something product or service. Consumers who have interest for buy something product or service show exists attention and joy to later product followed with realization form behavior buy.

Decision buy basically is factor pusher in taking decision purchase something product goods or certain brand services. According to Durianto (2013) Purchase Interest is desire for own products, interests buy will arise if somebody consumer Already affected to quality and quality from something products, information around product.

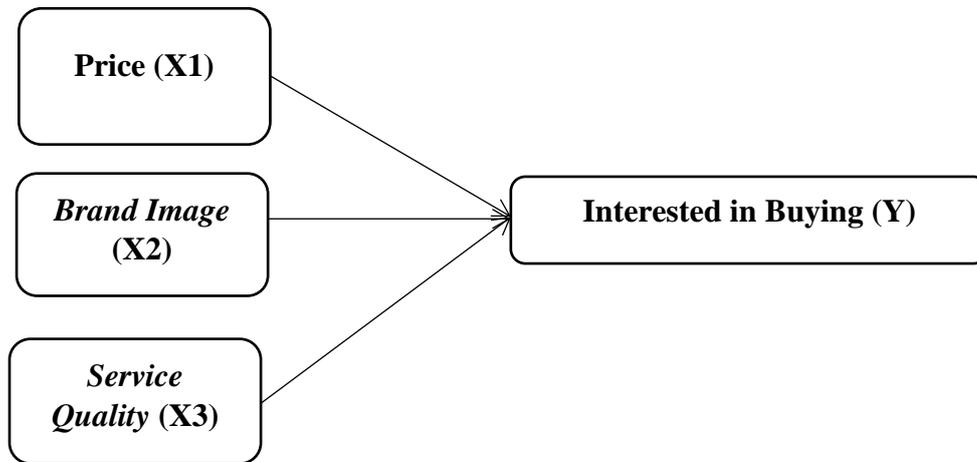
Influencing factors interest buy Consumer

According to Ferdinand (2007) interest buy can be identified through factors as following

- a. Transactional Interest, ie trend a for buy product.
- b. Referential Interest, ie trend somebody for refer product to other people.
- c. Preferential Interest, ie illustrating interests behavior someone who has preference main product the. Preference This only can replaced If happen something with product his preferences.
- d. Exploratory Interest, interest This describe behavior someone who always look for information for support traits positive from product the.

Conceptual Framework

Based on discussion about price, Brand Image, service quality, and interested in buying. So it was made framework study as following:



Hypothesis that will answered in study This based on discussion that has been done outlined previously. So the hypothesis has been made as following:

H 1: Price has an effect positive to interest buy consumer PT. INDONESIA COMNETS PLUS (ICON+)

H 2 : Brand Image influential positive to interest buy consumer PT. INDONESIA COMNETS PLUS (ICON+)

H 3: Service Quality has an influence positive to interest buy consumer PT. INDONESIA COMNETS PLUS (ICON+)

CONCLUSION

Study This done for discuss analysis influencing factors interest buy consumer PT. INDONESIA COMNETS PLUS (ICON +). So based on results study can concluded as following:

1. Price, yes influential in a way significant to interest buy consumers of PT. INDONESIA COMNETS PLUS (ICON +) because customers really consider it more price affordable compared to with other ISP companies.
2. Brand Image in a way positive and significant can influence to interest buy consumers of PT. INDONESIA COMNETS PLUS (ICON +) because brand image is one of the component key and most crucial in success business company.
3. Very good service quality influential to interest buy consumers of PT. INDONESIA COMNETS PLUS (ICON +) because satisfaction consumer in use internet service with fast and stable internet quality can influence consumer can determine election something product

Based on results study Here are the following suggestions that can be made give is as following:

1. For company, in face competition Internet service provider business is increasing tight to get it increase return more promotions often do and maintain quality great internet service so that can increase interest buy consumer to product internet service provider services.
2. For researchers in the future come, need study more carry on for deepen understanding about topics discussed and explore other variables that have not covered in study this.

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