



PRICES AND TESTIMONIALS IN DECISIONS MAKING TO USE SERVICES

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Abstract

This research aims to determine customer perceptions about prices, testimonials and service user decisions at PT. Kampung Marketerindo Berdaya. The population were about 218 with the sample of 118 customers by an accidental sampling technique. while the data analysis is path analysis. In general, the results of this research indicated that price is in the good category as well as testimonials and service user decisions. The results of T Test showed that the prices partially has a significant effect on decision making for using services. Moreover, testimonials partially has a significant effect on the decision to use services and the result of F test showed that the prices and testimonials simultaneously have a significant effect on the decision making to use services.

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INTRODUCTION

The development of technology today especially Internet. It is one of the influential tools in changing someone's behavior patterns in order to fulfil their needs. In the past, when someone was looking for the information only through books or coming to the directed location where the information was provided. But now, with the Internet people only have to enter the keyword for the information that you wanted to find the information that came out on the gadget screen. According to Meinard and Suryani (2019), Internet is no longer used as a tool of communication, but also used for various economic and social activities purposes.

According to the statistical data published by Association of Indonesian Internet Service Providers (APJII) published on the website www.apjii.or.id/content/read/39/410/Hasil-Survei-Penetrasi-dan-Peradilan-Pengguna-Internet-Indonesia-2018 shows that Internet users in Indonesia are continuing to grow every year. The survey conducted by (APJII) in 2018 found that internet users in Indonesia reached at 171.17 million people or approximately to 64.8% of the total population of 264.16 million people compare it with last year, it appears that the increase of 27.92 million people or 10.12%.

The increase of Internet users every year opens up many opportunities for producers to buy and sell through the internet or commonly called as E-commerce. According to Mainardes, et. al., (2020) E-commerce is a trading activity that uses Internet as a means of buying and selling transactions. Business transactions are no longer have to be done by meeting in person, but simply through a computer screen or smartphone that is connected globally and everything becomes practically resolved. Besides that, the presence of E-commerce especially online stores also make it easier for consumers in making purchases including product choices that we get through at online stores rather than offline stores. Product prices tend to be cheaper because the costs incurred by online stores are smaller than offline stores, the time to purchase online stores is relatively more flexible than offline stores. According to Xie and Wang (2020) E-commerce can reduce operating costs, increase business productivity more effective and promote customer engagement on a wider scale. This is reinforced by data presence from a survey about activity of E-commerce users in Indonesia which is published by <https://databoks.katadata.co.id/datapublish/2019/12/03/96> that 96% of Internet users in Indonesia have used E-commerce.

Furthermore, many opportunities and benefits in online selling system, there are some business people who did not take advantage from this. Based on the survey results, the percentage of E-Commerce Business in Indonesia in 2018 which has been carried out by The Central Statistics Agency listed in www.bps.go.id/publication/2019/12/18/shows that only 15.08 percent of a sample of 3,504 Census Blocks spread over 101 districts/cities in all provinces in Indonesia are E-commerce businesses. Meanwhile, the other 84.92% haven't been sold online for some many reasons. For example a lack of knowledge, expertise, viz. 21.78% and concerned about technical problems as much as 7.03%. With the change from the offline business to the online business, of course there are new things are different and must be matched. For example, if in offline store marketing, a strategic place is one of the most important elements to support the success of an offline store. On the other hand, in an online business, the appearance of the place is not quite important, but the appearance of the website makes customers comfortable to use SEO (search engine optimization) which as effective as the advertising on social media that determines whether an online store is successful or not. Of course, these things required technical knowledge and expertise in managing e-commerce.

The survey results of business actors who did not conduct E-commerce by the Central Statistics Agency www.bps.go.id/publication/2019/12/18/shows that 21.78% of businesses did not do transaction through E-commerce due to a lack of knowledge and technical expertise on this view. The problems experienced by many business people whom open opportunities for businesses in the field of digital marketing services, including PT. Kampung Marketerindo Berdaya.

PT. Kampung Marketerindo Berdaya can be an option to solve the problem where they have a focus on connecting rural youth who have been educated with skill mastery in E-commerce by collaborating and assisting all entrepreneurs & SMEs in Indonesia. HR skills (human resources) that have been educated included in Customer Service, Advertiser, Social Media Admin, Content Writer, data input, and providing competent human resources based on their skills/job descriptions that business people required. It is reported by the official website of PT. Marketerindo Berdaya Indonesia www.kampungmarketer.com in December 2020, PT. Marketerindo Berdaya Indonesia has been established for 3 years and has empowered 748 residents connected with 218 business people who have collaborated to generate Rp. 1,400,000,000 per month which has been distributed to the working HR. This rapid achievement has another effect which called as competitors who have started to emerge. Besides that, there are still some shortcomings that must be fixed. This needs attention because according to Byun et. al. (2019) many businesses fail due to a lack of awareness of market competition. As a result, this affects the decision to use digital marketing services at PT. Marketerindo Berdaya Indonesia because consumers have relatively had alternatives to choose the best digital marketing services.

According to Karini and Nurani (2019), purchasing decisions are a stage where consumers screen between brands in a collection of choices. According to Rybaczewska et. al. (2020) Market dynamics often produce the same offers so that consumers find it difficult to make purchases. PT. Marketerindo Berdaya Indonesia needs to make innovations and better offerings and concern to several factors that influenced service usage decisions in order to convince customers and win the competition. In addition, according to Weisstein et.al., (2017), the characteristics of online shoppers are their superiority in a short time in collecting the information to fulfill purchasing decisions.

According to results of pre-research survey, there were problems in service decisions at PT. Kampung Marketerindo Berdaya, they are 27.8% of consumers did not know what services were available through the website www.kampungmarketer.com and 11% of consumers admitted that they did not make decisions on using services because of company advertisements/information media, while 8.3% of consumers are uninterested in offers delivered through company advertisements/media. This phenomenon shows that there are still problems at PT. Kampung Marketerindo Berdaya in dealing with consumer behavior in process of deciding service use decisions. Because not all respondents gave positive answers, so that it made the author interested in conducting research on service use variable decisions.

According to Xue et. al. (2020) consumer confusion in deciding to buy can be explained through an attribute-based approach that focuses on one aspect such as price. According to Johansyah and Kaniawati (2020) Price is a medium of exchange for goods or services that are stated in form of money or other equivalent agreed upon by buyers and sellers. From the company side, according to Brata et. al. (2017) Price determines how much profit a company will get from its sales in the form of products or services, on the other hand, according to Ryu (2020), if there is a price that is relatively more efficient, consumers who rely on rational thinking prefer that price over relatively inefficient prices. Based on the theory above, in purchase decision making process, the price is a factor that is considered by the buyer.

Digital marketing service fees at PT. Kampung Marketerindo Berdaya is flexible and affordable, if business people use digital agency services in general, the price of the services provided will fix the cost independent of how many sales are generated, for example, the advertiser's basic wage at PT. Kampung Marketerindo

Berdaya, located in Tamansari District, Karangmoncol, Purbalingga District Rp. 900,000, -/month (basic/fixed wage), plus commission per sale (closing) Rp. 10,000.-/pcs (for retail standards for online shop products) besides that, there is also a customer service division, for the basic wage of Customer service at PT. Kampung Marketerindo Berdaya only

Rp. 600,000.-/month (basic/fixed wage), plus commission per sale (closing) of Rp. 5,000.-/pcs (for retail standard online shop products) besides that, you will be charged a good service fee from recruitment, provision of office facilities to employee development for PT. Kampung Marketerindo Berdaya of 500 thousand/month and payment period offered by PT. Kampung Marketerindo Berdaya is 30 days of payment. According to pre-research survey results) there were still problems in the price of PT. Kampung Marketerindo Berdaya, namely 26.1% of consumers who admitted that they never received a discount during certain events and 8.3% admit that the payment period seemed difficult for them, while 8.3% of consumers also answered that price offered was quite expensive, this needs to be considered by PT. Kampung Marketerindo Berdaya although the percentage who answered that it was not cheap but relatively lower, however after being established for 3 years, competitors have also emerged who offered similar services by offering prices that are quite competitive and more customizing like <https://www.customerservice.co.id/> which offers daily customer service prices at a price of Rp. 99,000, -/day without bonus. This is a threat to PT. Kampung Marketerindo Berdaya to improve its quality and not be trapped in price competition. This phenomenon also shows that there is still a price problem PT. Kampung Marketerindo Berdaya, because not all respondents gave positive answers, besides that, there were competitors who offered more flexible prices so that it was interesting for the author to conduct research on variable prices.

Therefore, the price which is a factor in deciding the use of services, which having other factors that are quite significant such as the trust factor, especially for goods and services marketed online, the survey results conducted by Association of Indonesian internet service providers, which were published in www.apjii.or.id shows that 9% of the reasons why did someone not buy products, both goods and services online, because they are worried that the goods and services purchased did not deliver its information. According to Jai et. al. (2020) online shoppers have an uncertain level and perceived risk when shopping online.

As Oghazi et. al. (2020), customer trust in online transactions refers to the company's business activities. PT. Kampung Marketerindo Berdaya has three years of experience dealing with consumers since the company was founded and many consumers are satisfied with services provided by PT. Kampung Marketerindo Berdaya certainly has credibility in itself. According to Guo et. al. (2020) Credibility can lead to consumer trust and satisfaction, they make promotional media in the form of testimonials to convince other potential consumers in accordance with the opinion of Kertajaya and Setiawan (2010) who say that buying behavior nowadays consumers trust more recommendations from people who sincerely recommend and unpaid. Testimonials according to Dalman et. al. (2020) actual testimonies from consumers with satisfying direct experiences whereas according to Tata et. al. (2020) nearly 50 percent of online shoppers surveyed by PwC (2016) said they read reviews, comments and feedback before making a purchase decision, this indicates that what consumers say is more trusted, and testimonials support purchase decisions because they are similar to those 3 things.

Testimony is a strategy applied by PT. Kampung Marketerindo Berdaya to attract consumers and increase user involvement in making purchasing decisions. According to pre-research survey results, there were problems in the testimonials, i.e. 8.4% of consumers answered the message content in testimony was unclear and 30.6% of consumers admitted that the source who delivered the testimony was not attractive to them. Meanwhile, 11% of consumers admitted that they're not motivated to use services because of testimonials. This phenomenon proves that there are still problems with testimonials so that it has not been maximal in influencing consumers in deciding to use services. The formulation of the problem is whether there is a simultaneous and partial effect on prices and testimonials on the decision to use PT. Kampung Marketerindo Berdaya services.

According to Khodabandeh and Lindh (2020), the online environment is beneficial for both parties, for consumers they have access to more products and suppliers so that they are more valuable sources of information for determining purchasing decisions. Fatihudin and Firmansyah (2019) said that price is the amount of money that consumers must pay for certain goods and companies need to be transparent in setting prices because purchasing decisions are based on how consumers perceive prices and what they do consider the actual price at this time.

According to Utama and Rosalina (2016), one of the messages conveyed in advertising activities that are common and widely used, one of which is testimonial advertising. A technique of delivering messages in advertising that can overcome negative perceptions of the value of trust is called testimony, which in theory is said, trust is part of the opinion. Meanwhile, according to Setiabudi (2016), testimonials are a very powerful method to increase sales conversions. Testimonials use an induction technique (hypnosis). However, the condition of the testimonial is natural in a way the buyer says honestly and is not contrived, because if it is proven that

the result of engineering the company would lose its credibility. It's suspected that prices and testimonials have significant effects on service user decisions at PT. Kampung Marketerindo Berdaya, simultaneously and partially. The thinking framework was shown in Figure 1.

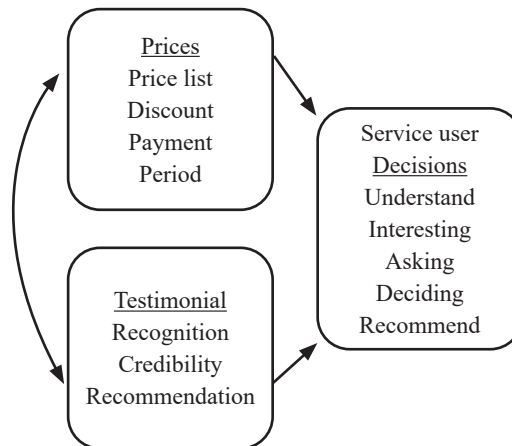


Figure 1. Theoretical Framework

METHOD

This research type is descriptive quantitative. The population is users of digital marketing services at PT. Kampung Marketerindo Berdaya in December 2020 as stated on the website www.kampungmarketer.com about 218 partners, then sample members are determined by a formula developed by Isaac and Michael, and a sample of 118 customers is obtained. The data collection technique was done by distributing questionnaires to service users. Data analysis technique were used are descriptive analysis and multiple linear regression.

RESULTS

Respondents characteristics were used are based on gender, age, and income. Most of the respondents PT. Kampung Marketerindo Berdaya are male, 89%, the largest age range is 20-31 years of 55.1%, with the most dominant status as an entrepreneur, 79.7% and an income of around 11 million-50 million with a percentage of 47.5%. Based on descriptive analysis output from Table 1.

Table 1. Dcriptive Analysis

	Total score	Average	Std. Deviation	Min Range	Max Range
Price	3632	454	39.666	414.334	493.666
Testimonials	4421	442.1	29.114	412.986	471.214
Service Use Decision	5425	452.1	18.243	433.857	470.343

The price showed a total score of 3.632 with an average score of 454, categorized as good. The total score of testimonials reached at 4.421 with an average score of 442.1, categorized as good. The total score of service use decisions reached at 5.425 with an average score of 452.1, categorized as good.

Normality test results stated that $Asymp.Sig(2-tailed) 0.051 > 0.05$, so the data used is normally distributed. Multiple linear regression test is used to determine whether there is an influence of several independent variables, viz. price and testimonials on service use decisions. The equation obtained is shown in Table 2 and Table 3.

Table 2. Multiple Linear Regression Analysis Tests

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.046	2.552		1.977	.050
	Price	.602	.136	.394	4.436	.000
	Testimonials	.597	.110	.482	5.432	.000

Table 3. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6337.903	2	3168.952	133.148	.000 ^b
Residual	2737.021	115	23.800		
Total	9074.924	117			

The results of the t test and F test can be explained that the price and testimonial have a positive and significant effect on the decision to use services at PT. Kampung Marketerindo Berdaya, simultaneously and partially. Based on coefficient calculation of determination, R² results from Table 4.

Table 4. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.698	.693	4.879

It showed that the contribution of price and testimonial variables to the variable service usage decisions at PT. Kampung Marketerindo Berdaya 69.8%.

DISCUSSION

Business actors engaged in digital marketing services must be able to provide solutions for other business people who have difficulties in terms of knowledge and techniques in doing business online. In convincing customer's prospects, PT. Kampung Marketerindo Berdaya needs to concern about matters that affected service user decisions, including prices, and testimonials. Based on descriptive analysis results, the price, testimonials, and the decision to use services categorized as good. This shows that if variables are in good category with the highest average score obtained by the price variable and the lowest average score obtained by the variables testimonial, this shows that there is a need for continuous improvement so that all variables can be in qualified category. Price and testimonials have a positive significant effect on service use decisions, simultaneously and partially. These results have proven that the higher of price and testimonials, the decision to use services at PT. Kampung Marketerindo Berdaya will be increasing.

The study results explained that price is an important variable that is considered by potential customers in deciding the use of services. PT. Kampung Marketerindo Berdaya has competitive prices and is in accordance with the purchasing power of consumers, besides the price given is in accordance with the quality given, this is indicated by the price variable score in the descriptive analysis. This certainly makes potential consumers interested in deciding to use digital marketing services at PT. Kampung Marketerindo Berdaya.

The study results are in line with the opinion of Lin et. al. (2020) Consumers perceive price as an indicator of the quality value that will be obtained and also the opinion of Trisnowati and Nugraha (2016) Price is a consumer parameter in determining the services to be used and is also a determinant of the company's success because it determines how much profit will be obtained from sale of goods or services. This study is consistent with the results of the research by Hamonangan et. al. (2017). shows that the price positively influences the decision of service users.

The testimonials partially has a significant effect on the decision to use services at PT. Kampung Marketerindo Berdaya, It does mean that the better and more convincing the testimonials displayed by the company, the percentage of service users' decisions increases. So that, the contribution of testimonials is very meaningful in service user decisions

In service user decisions, customers often choose two or more alternative choices. Companies must be able to convince potential users to choose the company's services, one of which is through testimonials. Testimonial is a technique of conveying information in order to convince customers. PT. Kampung Marketerindo Berdaya has been running its business for 3 years and many of its consumers have been satisfied with the performance of its services, the satisfaction of these customers is what PT. Kampung Marketerindo Berdaya have used as a testimonial and strategy. Testimonials on the PT. Kampung Marketerindo Berdaya website www.kampungmarketer.com that consists of several consumer characters with different work backgrounds ranging from well-known digital marketing experts, beginner online business entrepreneurs, and online business entrepreneurs who are still working privately. This certainly can make potential customers more confident in using services at PT. Kampung Marketerindo Berdaya. Because entrepreneurs don't have much spare time, such as private workers and online businessmen who are still beginners. They are satisfied by using PT. Kampung Marketerindo Berdaya

services. Moreover, testimonials from digital marketing experts are have increasingly convinced customers according to the opinion of Akpan et. al. (2015) when celebrities, experts, or users testify that they are satisfied with a product or service, the potential customer is sure of the product or service.

This study results in line with the opinion According to Rostianto et. al. (2019) in order to realize buyer's trust in the company, a technique to convey information that is published in the media is needed and must side with the majority of people rather than individual interests, called testimonials. This study is consistent with research results by Sriyanto and Kuncoro (2019) showing testimony positively influences service user decisions.

Based on coefficient calculation of determination (Table 4), the R^2 results showed that the contribution of the price and testimonial variables to the service use decision variables at PT. Kampung Marketerindo Berdaya came to 69.8%. The remaining 30.2% is influenced by other variables not examined. The results of this research are in accordance with Alma's (2014) statement that a purchase decision made by a consumer is a decision that is influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people, process, so as to form an attitude to 7 consumers to process all information and draw conclusions in the form of responses that emerge what products to buy. In addition, this theory price and testimonials (promotions) influence the decisions of service users.

CONCLUSION

Results of this research indicated that price is in qualified category as well as testimonial and service user decisions. Variables are in qualified category with the highest average score obtained by the price variable and the lowest average score obtained by the variables testimonial, this shows that there is a need for continuous improvement so that all variables can be in qualified category. Price and testimonials simultaneously have its significant effect on decision to use services at PT. Kampung Marketerindo Berdaya.

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