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**THE EFFECT OF COMPETITOR ADVERTISING, MOUTH TO MOUTH
MARKETING AND PRICE PERCEPTIONS ON THE TRANSFER OF
OTHER BRANDS TO TELKOMSEL ON STUDENTS
OF STIKUBANK UNIVERSITY SEMARANG**

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ABSTRACT

This study aims to analyze the effect of competitor advertising, word of mouth marketing and price perception on switching other brands to Telkomsel. The data used is sourced from a questionnaire in the form of a google form link (primary data). The sampling method used non-probability sampling method. The results showed that competitors' advertisements had a positive effect on brand switching, while word of mouth marketing and price perception had no effect on brand switching. The higher the competitor's advertisements, the higher the switching of other brands to Telkomsel. This study resulted in 61.1% of brand switching variables can be explained by competitor advertising, word of mouth marketing and price perception, while 38.9% is influenced by other variables outside the study.

Gel Classification:

Keywords: *Competitor's Advertising, Word of mouth Marketing, Price Perception and Brand Switching*

INTRODUCTION

Marketing is one of the important keys to the success of a business. Understanding marketing is not just selling, but more broadly is the fulfillment of consumer needs. Therefore, we must be able to understand the wants and needs of consumers so that the goals of marketing can be achieved or better known as the marketing concept. The Marketing Concept is a business philosophy that challenges the three business orientations in which the business philosophy asserts that the key to achieving the set organizational goals is that the company must be more effective than competitors in creating, delivering, and communicating customer value to selected target markets (Kotler et al. , 2002:22)

Business competition in an increasingly dynamic, complex and uncertain era of globalization provides opportunities but also challenges for companies. According to

Kotler and Keller (2009) the field of consumer behavior studies individuals, groups, and organizations to choose, buy, use, and utilize goods, services, ideas, or experiences in order to satisfy their needs and desires. Advertising is a promotional tool that is often used to offer a product to consumers. Many manufacturers use advertising to assist in effective marketing to help communicate with consumers in the face of competition.

Advertising is one of the marketing communication tools in the form of non-personal presentations in the form of promotion of ideas, goods, or services (Kotler & Keller, 2016). Apart from advertising, other forms of word of mouth marketing *Word of mouth (WOM)* is a phenomenon in the field of marketing, because nowadays consumers are always looking for references and trusting opinions in the community about a product. According to Kotler (2008) in Yogi et al (2016) explains that word of mouth is a form of personal communication about products between buyers and the people around them.

In addition to advertising and other forms of word of mouth (WOM) marketing, another factor that can influence brand switching is the perception of the price of a product. (Peter & Olson 2014) in Inka (2016) defines price perceptions regarding how price information is understood by consumers and made meaningful to them. When a company wants to retain its customers, it must have the right strategy, including pricing. Various strategies must be carried out by the company so that consumers do not switch to other brands in choosing products. A buying pattern characterized by a change or change from one brand to another is referred to as brand switching (Peter and Olson, 2002: in Suharseno 2013). According to Junaidi and Dharmmesta (2002), brand switching is a description of the consumption or use of consumers from one product to another.

The phenomenon that occurred at the end of 2019 was at the time of the COVID-19 outbreak which had an impact on the world of education, which was originally a face-to-face learning system and was forced to study online. This requires everyone in the educational environment to choose a cellular card that can be used according to their needs. In 2020, Telkomsel is still the defending champion with the title of cellular operator with the best overall performance. Telkomsel is a brand of GSM and UMTS cellular network operator operating in Indonesia.

Table 1 Internet Service Test

Operator	Category			
	Download	Upload	Browsing	Streaming
Telkomsel	8.26 Mbps	5.04 Mbps	35.34%	62.87%
Indonesian Tri	5.19 Mbps	3.92 Mbps	30.75%	50.13%
XL Axiata	5.67 Mbps	3.54 Mbps	27.27%	51.59%
IM3 Ooredoo	5.80 Mbps	3.57 Mbps	29.48%	45.77%
Smartphone	7.28 Mbps	2.29 Mbps	27.25%	36.20%

From the table above, it can be seen that the business phenomenon that occurs is that Telkomsel is the favorite product that is chosen and still exists with various advantages. Compared to similar companies with other brands, Telkomsel is able to maintain its position as a cellular card that can be relied on during conditions like this, because of this interesting phenomenon, the authors are interested in conducting research related to this phenomenon. Previous research, according to Widya Siska

(2017) in his research on "The Influence of Price, Competitor Advertising and Word Of Mouth on Brand Switching (Brand Switching) suggests that all independent variables have a positive effect on brand switching. Then Soni et al (2018) in their research suggest that word of mouth has no effect on brand switching. Meanwhile, according to Ishadi (2012) in his research, it was found that competitor advertisements had no effect on brand switching.

RESEARCH METHODS

Object of research

In this study, the object of research examined is about competitor advertising, word of mouth marketing, and price perceptions of switching other brands to Telkomsel at Stikubank University, Semarang. The sampling method is a non-probability sampling method, a sampling technique that does not provide equal opportunities or opportunities for each element (member) of the population to be selected as a sample member. This study uses a purposive sampling technique, with the following criteria:

1. Active students at Stikubank Semarang University class of 2018 - 2021,
2. Active student at Stikubank Semarang University who has done transfer of other brands to telkomsel during 2020 – 2021
3. They are male and female.

The number of samples was determined using the Purba (2006) formula in Fauzan (2015). The number of samples as many as 100 respondents, is considered representative because it has met the minimum sample limit.

Data Sources and Types

The source of this research is to use primary data. According to Indriantoro and Supomo (2002: 146) primary data is a source of data for a study that is obtained directly from the original source (not through intermediary media). In this study, data were obtained from users who switched other brands to Telkomsel as the sample.

The type of data in this study is subject data (self-report data). According to Indriantoro and Supomo (2002: 145) subject data is a type of research data that is opinions, attitudes, experiences or characteristics of a person or group of people who are research subjects (respondents). Subject data thus, namely research that is presented by the respondents individually or in groups whose sources are.

Variable Measurement Scale

The scale used is the Likert scale, according to Ghozali (2011: 47) the scale that is often used in preparing the questionnaire is the ordinal scale or also often called the Likert scale, which is a scale that contains five levels of answer preferences with the following choices:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Doubtful or Neutral
- 4 = Agree
- 5 = Strongly Agree

Method of collecting data

The method of collecting data in this research uses a questionnaire, according to Sekaran (2006) in Ressima (2019), a questionnaire is a list of written questions that have been previously formulated to be answered by respondents, usually in clearly defined alternatives.

Definition of Variable Concept

Competitor Ads

Competitor advertising is one of the ways used by companies to communicate their products. Advertising is a cost-effective way of conveying messages to build brand perception or to target people (Kotler and Keller, 2014:99) in Medi (2021)

Word of Mouth Marketing

Word of mouth marketing is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler & Keller (2007) in Firman (2016).

Price Perception

Price perception is concerned with how price information is understood by consumers and made meaningful to them. In cognitive processing of price information, consumers can compare the stated price with a price or price range that they imagine for the product. The price that is in mind as a material for making this comparison is called the internal reference price (Peter & Olson 2014) in Inka (2016)

Brand Switch

Brand switching is a buying pattern characterized by a change or change from one brand to another (Peter and Olson, 2013:162) in Mohamad Indra et al (2020).

RESULTS AND DISCUSSION

Respondent Description

Based on the questionnaires that have been collected by researchers, most of the respondents from the Faculty of Economics and Business are 79%, in the management study program 63%.

Validity test

Table 2. Testing the Validity of Research Variables

Variable	KMO > 0.5	Items	Matrix Component Value	Standard Loading	criteria
Competitor Ads	0.812	X1.1	0.747	> 0.4	Valid
		X1.2	0.769	> 0.4	Valid
		X1.3	0.598	> 0.4	Valid
		X1.4	0.804	> 0.4	Valid
		X1.5	0.446	> 0.4	Valid
		X1.6	0.596	> 0.4	Valid
		X1.7	0.562	> 0.4	Valid
		X1.8	0.831	> 0.4	Valid
		X1.9	0.794	> 0.4	Valid
		X1.10	0.429	> 0.4	Valid
Word of mouth marketing	0.706	X2.1	0.849	> 0.4	Valid
		X2.2	0.856	> 0.4	Valid
		X2.3	0.823	> 0.4	Valid
Price Perception	0.674	X3.1	0.701	> 0.4	Valid
		X3.2	0.732	> 0.4	Valid

		X3.3	0.521	> 0.4	Valid
		X3.4	8.25	> 0.4	Valid
Brand Switch	0.789	Y1	0.637	> 0.4	Valid
		Y2	0.438	> 0.4	Valid
		Y3	0.783	> 0.4	Valid
		Y4	0.646	> 0.4	Valid
		Y5	0.75	> 0.4	Valid
		Y6	0.832	> 0.4	Valid
		Y7	0.535	> 0.4	Valid
		Y8	0.73	> 0.4	Valid

Source: data processed 2022

It can be explained that all KMO values > 0.05 and the loading factor (component matrix) value is greater than 0.4, thus it can be concluded that all items in the variable indicators of competitor advertising, word of mouth marketing, price perception and brand switching are valid. Valid means that the level of suitability of the questionnaire or questionnaire used by researchers to obtain data from respondents is appropriate.

Table 3 Reliability Test

Variable	Cronbach Alpha	Standard Value	Description
Competitor Ads (X.1)	0.819	> 0.70	Reliable
Marketing by word of mouth (X.2)	0.785	> 0.70	Reliable
Price Perception (X.3)	0.713	> 0.70	Reliable
Brand Transfer (Y)	0.818	> 0.70	Reliable

Source: primary data processed 2022

Based on the reliability test, it can be seen that the competitor's advertising variables, word of mouth marketing, price perception and brand switching are said to be reliable. This can be proven from the overall value of Cronbach's alpha > 0.7. This means that the questionnaire used in this study is truly trusted as a data collection tool.

Table 4 Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.143	0.331		-0.433	0.666
X1_Mean	0.756	0.126	0.578	5,994	.000
X2_Mean	0.113	0.073	0.135	1.544	0.126
X3_Mean	0.15	0.08	0.154	1,876	0.064

Source: Primary Data processed in 2021

The positive and significant value of Beta standard coefficients is the competitor's advertising variable (X.1) of 0.578 with a significance level of 0.000 < 0.05. Meanwhile, the results of the word of mouth marketing variable (X.2) have an insignificant positive value of 0.135 with a significant level of 0.126 > 0.05 and the price perception variable (X.3) has an insignificant positive value of 0.154 with a significant level of 0.064 > 0.05. From these results can be included in the regression equation as follows:

$$Y = 0.578 X1 + 0.126 X2 + 0.154 X3 + e$$

Where Y (brand switching) is positively influenced by competitor advertising of 0.578, positively influenced by word of mouth marketing of 0.135, and positively influenced by price perceptions of 0.154. Based on the regression equation above, it can be seen that competitor advertising is the most dominant variable in influencing brand switching, followed by price perception variables and word of mouth marketing.

CONCLUSION

The first hypothesis is accepted, namely that competitors' advertisements have a positive and significant effect on brand switching. The results of this study indicate that competitors' advertisements have a positive and significant effect on brand switching. This research is in line with research conducted by Azhar (2019) and Widya Siska (2017) whose research results state that competitor advertising has a positive and significant effect on brand switching. The frequency of Telkomsel's advertisements is able to attract attention, providing clear information in terms of product quality and comfort when used, can trigger switching from other brands to Telkomsel.

The second hypothesis is rejected, namely word of mouth marketing has no effect on brand switching. The results of this study indicate that word of mouth marketing has a positive and insignificant (no effect) on brand switching. This research is in line with research conducted by Irgo (2021) and Soni (2018) whose research results state that word of mouth marketing has no effect on brand switching. There is word of mouth marketing received from other people as well as recommendations from closest friends as well as many positive things in terms of service and quality that have been obtained by others. This has no effect on brand switching.

The third hypothesis is rejected, namely price perception has no effect on brand switching. The results of this study indicate that price perception has a positive and insignificant effect on brand switching. This research is in line with research conducted by Dewi (2020) whose research results state that price perception has no effect on brand switching. Affordable prices, products that have conformity with quality, are able to compete with other brand products and provide great benefits according to the price do not affect a person's decision to switch other brands to Telkomsel.

The value of the coefficient of determination is R square, which is 0.611 or 61.1 percent. This means that the competitor's advertising variables, word of mouth marketing and price perception are able to explain the variation of 61.1 percent of switching other brands to Telkomsel. While the remaining 38.9 percent (100 percent – 61.1 percent) are explained (influenced) by other reasons outside the study.

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