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THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND PRICE ON THE PURCHASING DECISION NETWORK SERVICES AT PT. JARINGAN REGISTRI INDONESIA

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Abstract

The increasingly competitive internet network service industry requires companies to understand the factors influencing consumer purchasing decisions. PT Jaringan Registri Indonesia faces challenges such as customer fluctuations, increasing churn rates, and competition with other network service providers. This study aims to analyze the influence of brand image, promotion, and price on purchasing decisions for network services at PT Jaringan Registri Indonesia, both partially and simultaneously. This research employs a quantitative approach using multiple linear regression analysis through instrument testing, classical assumption tests, t-tests, F-tests, and the coefficient of determination. The results indicate that brand image, promotion, and price partially have a positive and significant influence on purchasing decisions. Furthermore, these three variables simultaneously have a positive and significant effect on purchasing decisions, with the ability to explain 80.3% of the variation in purchasing decisions. The strength of this study lies in examining three integrated marketing factors within the context of the competitive internet network service industry, providing a more comprehensive understanding of consumer behavior compared to studies that only examine one or two marketing variables. This research provides practical implications for companies in developing strategies to improve brand image, enhance promotional effectiveness, and optimize price perceptions in order to increase customer purchasing decisions.

Keywords: : Brand Image, Promotion, Price, Purchasing Decision, Network Services

INTRODUCTION

The information and communication technology industry in Indonesia has experienced rapid growth over the last few decades. As the demand for reliable internet connectivity among the public and business entities continues to rise, competition among network service providers has intensified. PT Jaringan Registri Indonesia, a company operating in the internet network services sector, is compelled to continuously innovate and strengthen its marketing strategies to maintain and expand its market share. Consumer purchasing decisions regarding a service are influenced not only by the quality of the product or service itself but also by non-technical factors such as brand image, promotions, and pricing. Brand image refers to a consumer's perception of a brand, shaped by various experiences and information received. A strong, positive brand image encourages consumers to choose a brand's products or services over those of its competitors.

According to Arianty and Andira (2021), a favorable brand image can enhance consumer trust and foster long-term loyalty. Consumer purchasing decisions are driven not merely by the need for a product or service, but also by how consumers perceive the brand image, promotions, and pricing offered by a company. A positive brand image helps build consumer confidence in the quality of the services provided. Effective promotions can capture consumer attention and stimulate interest in using the services. Furthermore, pricing that aligns with the benefits and quality of the service serves as a crucial consideration for consumers before making a purchase. Consequently, these three factors play a significant role in influencing purchasing decisions for network services. This research was conducted at a service company called PT. Jaringan Registri Indonesia—a firm operating in the information technology sector, specifically providing domain name registration, hosting, and internet-related services. Known by the trade name "Registrindo," the company focuses on delivering digital services from its base in East Medan,

supporting individuals, businesses, and institutions in establishing their digital identities. Established in 2020, the company's primary focus is on domain name registration and the development of internet-based services.

Based on sales data from PT. Jaringan Registri Indonesia for the 2021–2025 period, the evolution of the network services and information technology industry requires companies to sustain sales growth and continuously enhance customer value. In an increasingly dynamic business environment, an expanding customer base serves as a key indicator for maintaining revenue stability. However, an increase in the number of customers does not always translate to improved financial performance if a company fails to optimize transaction values, retain existing clients, and increase the revenue contribution from each customer. Another notable trend is the decline in the sales volume of service packages; the total number of packages sold fell from 402 units in 2021 to 287 units in 2025. This decline suggests potential shifts in customer behavior, heightened competition, or other factors influencing purchasing decisions and the long-term utilization of the company's services.

PT Network Registri Indonesia's competitive position is in last place compared to the other three providers. Indihome leads with 1,087 active customers in 2025, followed by Biznet with 1,780, First Media with 1,650, and PT Network Registri Indonesia with only 1,430 active customers. This quite large gap indicates that brand image, promotion and price factors are thought to be important considerations for consumers in determining purchasing decisions for internet network services. The observed phenomenon indicates that consumer purchasing decisions are not yet firmly or consistently established. Although some respondents are accustomed to using the company's services, their level of confidence, willingness to recommend the services, and commitment to continue choosing them remain relatively low. This situation represents a significant gap that warrants further research, as it suggests the presence of specific factors that have yet to effectively drive optimal purchasing decisions at PT Jaringan Registri Indonesia.

According to Kotler and Keller (2021), brand image refers to consumers' perceptions and beliefs regarding a brand, as reflected in the associations stored within their memory. Based on this perspective, brand image is not limited to a company's name or symbol; it also encompasses service quality, reputation, trust, and the consumer's experience with the brand. In the context of PT. Jaringan Registri Indonesia, brand image is significant because consumers will consider the company's image before deciding to purchase or utilize its network services. The more positive a company's brand image, the greater the likelihood that consumers will make a purchasing decision. Based on the data above regarding the limited digital visibility of PT Jaringan Registri Indonesia as of September 2026, it is evident that the company continues to face several challenges in its digital marketing activities. This is reflected in suboptimal digital promotional efforts, a low frequency of online advertising, and limited reach in communicating information about its services to the public.

According to Kotler and Armstrong (2021), promotion consists of activities undertaken by a company to communicate the benefits of its products and persuade target consumers to make a purchase. Based on this perspective, promotion serves not only to disseminate information but also to influence consumer attitudes and behaviors. In the context of PT Jaringan Registri Indonesia, promotion is crucial as it helps the company introduce its network services to the public, attract new customers, and retain existing ones. The more effective the promotional efforts, the greater the likelihood that consumers will decide to purchase the network services offered. There exists a gap between the high reach and intensity of the promotions and the effectiveness of the messages as perceived by consumers. Ideally, frequent promotions that reach a broad audience should be capable of conveying clear, easily understood information while persuasively explaining the benefits of the services. However, preliminary survey results indicate that a majority of respondents still struggle to grasp the content of the promotions. This phenomenon suggests that the promotional activities of PT Jaringan Registri Indonesia have not been fully effective in fostering consumer understanding—a gap that warrants further investigation.

According to Kotler and Armstrong (2021), price is the amount of money charged for a product or service, or the value that consumers exchange to obtain the benefits of using that product or service. Based on this perspective, price is not merely viewed as a cost incurred by the consumer, but also as a measure of the value derived from the benefits received. In the context of PT. Jaringan Registri Indonesia, price serves as a critical factor, as consumers will evaluate the alignment between the cost of network services and the quality, speed, stability, and benefits provided. The better the price aligns with the value perceived by the consumer, the greater the likelihood that the consumer will make a purchasing decision. There is a gap between the price set by the company and the value perceived by customers. Ideally, the price of a service should be affordable, competitive, and commensurate with the quality and benefits provided. This phenomenon suggests that the pricing policy of PT Jaringan Registri Indonesia has not yet fully succeeded in fostering a positive perception of value, representing a gap that warrants further investigation in relation to customer purchasing decisions.

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The identification of problems in this study is as follows:

1. The number of customers who do not renew their subscriptions (churn) continues to rise, indicating low customer loyalty and a lack of repeat purchasing.
2. The brand image of PT Jaringan Registri Indonesia has not been optimally established; some customers still lack confidence in the company's reputation, professionalism, and the superiority of the services offered.
3. The company's promotional activities remain ineffective, as the reach, advertising intensity, quality of information delivery, and timing of these promotions have failed to fully capture customer attention.
4. Customer perception regarding service pricing is not entirely positive, particularly concerning price competitiveness and the alignment of the price with the quality and benefits of the services received.

LITERATURE REVIEW

Purchasing Decision

According to Kotler and Keller (2021), a purchase decision is defined as the stage in the decision-making process where a consumer actually completes the purchase of a product. Furthermore, Piyoh et al. (2024) describe a purchase decision as a problem-solving approach—part of human activity—aimed at acquiring goods or services to satisfy one's desires and needs. This process encompasses the recognition of needs and desires, information seeking, evaluation of purchasing alternatives, the purchase decision itself, and post-purchase behavior.

Brand Image

Brand image is a set of beliefs, ideas, and impressions that an individual-holds regarding a brand (Kotler, 2022; Prabowo et al., 2025). Furthermore, Miati (2020) defines brand image as a consumer's perception of a brand, reflected through brand associations stored in the consumer's memory. A positive and strong brand image serves as a valuable asset for a company, as it can foster customer loyalty and provide a competitive advantage. (Arianty & Andira, 2021) Brand image is understood as the perception of a brand that is reflected by consumers and held within their memory.

Promotion

Promotion is an element of the marketing mix designed to inform, persuade, and engage consumers regarding a company's products and services (Prabowo et al., 2025). According to Kotler and Armstrong (2021), promotion consists of activities that communicate the benefits of a product and persuade customers to purchase it. Promotion is a key factor in the success of any marketing program. According to Armstrong et al. (2020), promotion consists of various activities used by a company to communicate the advantages of its products and persuade target consumers to make a purchase.

Price

According to Kambali and Syarifah (2020), price is the value expressed in monetary terms—such as rupiah and cents, or other forms of currency—that serves as a medium of exchange. In the context of network services, consumers evaluate the offered price against the quality of service received, as well as the prices set by competitors, before making a purchasing decision As stated by Armstrong et al. (2020), price is the amount of money a customer must pay to acquire a product. Furthermore, pricing must be adjusted to account for competitive conditions, the economic environment, and the buyer's perception of the product's value.

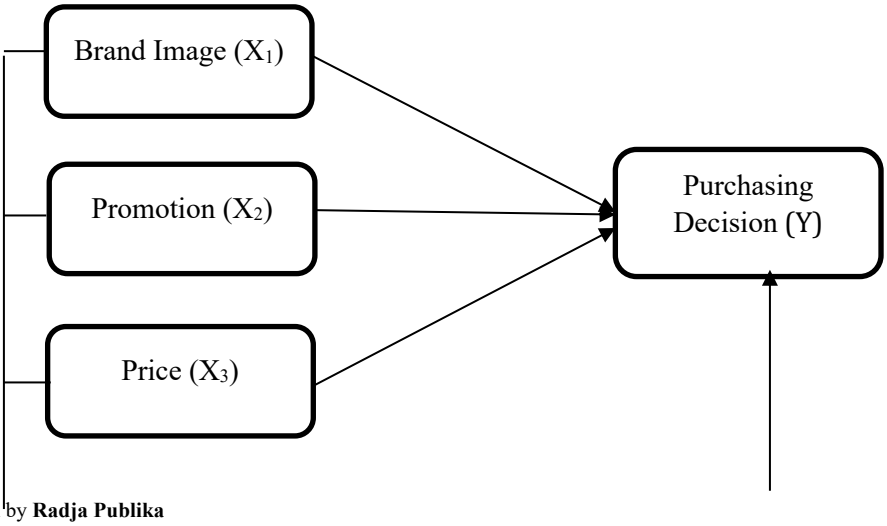


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Brand image has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.
2. H2: Promotion has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.
3. H3: Price has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.
4. H4: Brand image, promotion, and price have a significant simultaneous effect on purchasing decisions at PT. Jaringan Registri Indonesia.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at PT Jaringan Registri Indonesia, located on Jl. Karantina 2, Medan Timur District. The study took place from March 2026 to August 2026. The research variables consist of three independent variables—brand image, promotion, and price—and one dependent variable: purchasing decision. The population for this study comprises active consumers who have used the services of PT Jaringan Registri Indonesia, based on company consumer data from the period of January to June 2026, totaling 400 users. The sampling technique employed is purposive sampling. The criteria for the sample are as follows:

1. Active customers of the services provided by PT Jaringan Registri Indonesia.
2. Individuals who have used the services for at least 3 (three) months, ensuring they have sufficient experience to evaluate the services.
3. Individuals aged at least 20 years, as they are considered capable of providing a rational and objective assessment.
4. Individuals willing to participate as respondents in this study.

The sample size for this study was determined using the Slovin formula, as shown below:

$$n = \frac{400}{1 + 400(0{,}05)^2}$$

$$n = \frac{400}{1 + 400(0{,}0025)^2}$$

$$n = \frac{400}{2} = 200$$

Thus, the sample for this study consists of 200 respondents, with data analysis performed using SPSS version 25.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Brand Image, Promotion, Price, Purchasing Decision

Statement Items	r-count	r-table	Description
BI1	0,619	0,361	Valid
BI2	0,653	0,361	Valid
BI3	0,623	0,361	Valid
BI4	0,574	0,361	Valid
BI5	0,672	0,361	Valid
BI6	0,660	0,361	Valid
PRO1	0,696	0,361	Valid

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Statement Items	r-count	r-table	Description
PRO2	0,594	0,361	Valid
PRO3	0,554	0,361	Valid
PRO4	0,564	0,361	Valid
PRO5	0,558	0,361	Valid
PRO6	0,650	0,361	Valid
PRO7	0,554	0,361	Valid
PRO8	0,618	0,361	Valid
PRI1	0,616	0,361	Valid
PRI2	0,622	0,361	Valid
PRI3	0,569	0,361	Valid
PRI4	0,498	0,361	Valid
PRI5	0,520	0,361	Valid
PRI6	0,630	0,361	Valid
PRI7	0,613	0,361	Valid
PRI8	0,696	0,361	Valid
PD1	0,593	0,361	Valid
PD2	0,636	0,361	Valid
PD3	0,575	0,361	Valid
PD4	0,517	0,361	Valid
PD5	0,589	0,361	Valid
PD6	0,539	0,361	Valid
PD7	0,566	0,361	Valid
PD8	0,639	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Brand Image, Promotion, Price, Purchasing Decision

Variabel	Cronbach Alpha	Provision	Description
Brand Image	0,701	0,60	Reliable
Promotion	0,742	0,60	Reliable
Price	0,738	0,60	Reliable
Purchasing Decision	0,717	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of brand image, promotion, price and purchasing decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	200
Mean	0.0000000
Std. Deviation	2.39220065
Absolute	0.060
Positive	0.060
Negative	-0.051
Test Statistic	0.060
Asymp. Sig. (2-tailed)	0.073

Sources: SPSS versi 25 (2026)

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It is known that the asymp. sig. (2-tailed) value is 0.073 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	1.614	.453		3.565	.000
Brand Image	.010	.048	.029	.214	.831
Promotion	-.009	.034	-.033	-.272	.786
Price	.010	.042	.037	.247	.805

Sources: SPSS versi 25 (2026)

Based on the table above, it can be concluded that all independent variables in this study have significance values greater than 0.05; therefore, the regression model does not exhibit heteroskedasticity.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	2.158	.685		3.148	.002		
Brand Image	.400	.073	.336	5.489	.000	.269	3.720
Promotion	.245	.052	.257	4.725	.000	.341	2.932
Price	.354	.064	.368	5.537	.000	.228	4.386

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the of brand image, promotion, pricvariables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2.158	.685		3.148	.002		
Brand Image	.400	.073	.336	5.489	.000	.269	3.720
Promotion	.245	.052	.257	4.725	.000	.341	2.932
Price	.354	.064	.368	5.537	.000	.228	4.386

Sources: SPSS versi 25 (2026)

$$\mathbf{Y = 2.158 + 0.400X1 + 0.245X2 + 0.354X3 + \varepsilon}$$

Based on this equation, the following explanations can be provided:

1. The constant value in the regression equation is 2.158; this indicates that if brand image, promotion, and price are assumed to be zero, the predicted value for the purchasing decision is 2.158.
2. Brand image (X1) has a regression coefficient of 0.400. A positive coefficient indicates that brand image has a positive influence on the purchasing decision. This means that for every one-unit increase in the brand image score, the purchasing decision score will increase by 0.400 units, assuming that promotion and price remain constant.
3. Promotion (X2) has a regression coefficient of 0.245. This positive coefficient indicates that promotion has a positive influence on the purchasing decision. Every one-unit increase in the promotion score will increase the purchasing decision score by 0.245 units, assuming that brand image and price remain constant.
4. Price (X3) has a regression coefficient of 0.354. A positive coefficient indicates that price has a positive influence on the purchasing decision. Every one-unit increase in the price score will increase the purchasing decision score by 0.354 units, assuming that brand image and promotion remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	2.158	.685		3.148	.002		
Brand Image	.400	.073	.336	5.489	.000	.269	3.720
Promotion	.245	.052	.257	4.725	.000	.341	2.932
Price	.354	.064	.368	5.537	.000	.228	4.386

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

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1. The Brand Image variable (X1) has a t-calculated value of 5.489, which is greater than the t-table value of 1.972, with a significance level (sig) of 0.000 < 0.05 and a positive regression coefficient of 0.400. Therefore, H0 is rejected and H1 is accepted, indicating that Brand Image has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.
2. The Promotion variable (X2) has a t-calculated value of 4.725, which is greater than the t-table value of 1.972, with a significance level (sig) of 0.000 < 0.05 and a positive regression coefficient of 0.245. Therefore, H0 is rejected and H2 is accepted, indicating that Promotion (X2) has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.
3. The Price variable (X3) has a t-calculated value of 5.537, which is greater than the t-table value of 1.972, with a significance level (sig) of 0.000 < 0.05 and a positive regression coefficient of 0.354. Therefore, H0 is rejected and H3 is accepted, indicating that Price has a significant partial effect on purchasing decisions at PT. Jaringan Registri Indonesia.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	4637.418	3	1545.806	266.050	.000[b]
Residual	1138.802	196	5.810		
Total	5776.220	199			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value (F-count) is 266.050, which is greater than the F-table value of 2.65, with a significance level of 0.000. Since the significance value is less than 0.05, it can be concluded that Brand Image (X1), Promotion (X2), and Price (X3) simultaneously have a significant effect on Purchasing Decisions (Y) at PT. Jaringan Registri Indonesia. This indicates that the regression model employed is suitable for explaining the relationship between the independent variables and the dependent variable.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.896[a]	.803	.800	2.41044

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, An Adjusted R-squared value of 0.800 indicates that, after accounting for the number of independent variables and the sample size, the model's ability to explain the variation in purchasing decisions is 80 percent. The difference of 0.003 suggests that the adjustment for the number of independent variables and sample size only slightly reduces the model's explanatory power. Consequently, the inclusion of the variables—brand image, promotion, and price—in the model makes a relevant contribution toward explaining purchasing decisions.

Discussion

The Influence of Brand Image on Purchasing Decision

Based on the multiple linear regression analysis results in Table 4.13, the "Brand image" variable has a regression coefficient of 0.400, with a standardized beta coefficient of 0.336. The positive regression coefficient indicates that Brand image exerts a positive influence on purchasing decisions. The partial test results in Table 4.14 show a t-statistic value of 5.489, which is greater than the t-table value of 1.972. The significance value obtained is 0.000, which is less than 0.05. Consequently, H0 is rejected and H1 is accepted. This means that Brand image has a positive and significant partial effect on purchasing decisions for network services at PT Jaringan Registri Indonesia. Brand image can influence purchasing decisions because network services are intangible products whose quality cannot always be fully assessed prior to use. In such situations, consumers rely on the company's reputation, the experiences of other customers, the professionalism of the service, and the perceived quality to mitigate uncertainty. A positive brand image provides assurance that the company is capable of delivering a stable connection, professional service, and reliable handling of technical issues. This confidence can encourage consumers to select the service, prioritize it, recommend it to others, and make repeat purchases. These findings are consistent with the research of Yunita, Srihandayani, and Noerchoidah (2022), who found that Brand image has a significant effect on purchasing decisions for the Cardinal brand. They also align with studies by Dewi, Amalia, Susanto, Andriani, and

Afriady (2023), as well as Maharani, Purnamawati, and Putri (2026), which indicate that Brand image has a positive and significant impact on purchasing decisions. However, these results differ from those of Cahyani and Rochmatullah (2024), who found that Brand image does not have a significant partial effect on purchasing decisions for Batik Danar Hadi.

The Influence of Promotion on Purchasing Decision

Based on the regression analysis results in Table 4.13, the promotion variable yielded a regression coefficient of 0.245, with a standardized beta coefficient of 0.257. The positive coefficient indicates that promotion has a positive influence on purchasing decisions. The partial test results in Table 4.14 show that the calculated t-value (t-count) of 4.725 is greater than the critical t-value (t-table) of 1.972. The significance value of 0.000 is less than 0.05. Consequently, the null hypothesis (H0) is rejected, and the second hypothesis (H2) is accepted. This means that, when considered individually, promotion has a positive and significant effect on purchasing decisions for network services at PT Jaringan Registri Indonesia. Promotion can influence purchasing decisions because consumers require information before selecting an internet service. Details regarding package pricing, network speed, coverage areas, installation processes, service benefits, and technical support serve as a basis for consumers to compare various service providers. Informative promotions can reduce uncertainty and help consumers understand the benefits they will receive. Furthermore, promotions that appear at the right time can serve as a reminder to consumers when they are in need of a new installation, a speed upgrade, or a change in service provider. These research findings are consistent with the study by Cahyani and Rochmatullah (2024), which found that promotion influences purchasing decisions for Batik Danar Hadi. These findings also support the research of Yunita, Srihandayani, and Noerchoidah (2022), Alida and Tanjung (2024), Dewi, Amalia, Susanto, Andriani, and Afriady (2023), as well as Maharani, Purnamawati, and Putri (2026), all of which indicate that promotion has a positive and significant impact on purchasing decisions. The consistency of these results suggests that promotion continues to play a crucial role across various research contexts, as it acts as a bridge between the information held by a company and the information needs of consumers.

The Influence of Price on Purchasing Decision

Based on the multiple linear regression analysis results in Table 4.13, the price variable yielded a regression coefficient of 0.354 and a standardized beta value of 0.368. The positive regression coefficient indicates that the perception of price has a positive influence on purchasing decisions. The partial test results in Table 4.14 show a t-calculated value of 5.537, which is greater than the t-table value of 1.972. The significance value of 0.000 is less than 0.05. Consequently, H0 is rejected and H3 is accepted. This means that price, when considered individually (partially), has a positive and significant effect on purchasing decisions for network services at PT Jaringan Registri Indonesia. Price influences purchasing decisions because consumers weigh the sacrifices they make against the value of the services they receive. Consumers may accept a relatively higher price if the network quality, speed, stability, and service provided are perceived as commensurate. Conversely, a low price does not necessarily encourage a purchase if consumers harbor doubts regarding the quality and benefits. Therefore, the perception of price fairness and appropriateness is more significant than the mere nominal value of the price. These findings are consistent with the research of Yunita, Srihandayani, and Noerchoidah (2022), who found that price has a significant effect on purchasing decisions for the Cardinal brand. These results also support the studies by Pratiwi and Adam (2025), Gabeela and Dewi (2024), Dewi, Amalia, Susanto, Andriani, and Afriady (2023), as well as Maharani, Purnamawati, and Putri (2026), all of which identified a positive and significant relationship between price and purchasing decisions. However, these findings differ from those of Alamsyah and Tanjung (2023) and Cahyani and Rochmatullah (2024), who found that price does not have a significant partial effect on purchasing decisions. This result also differs from that of Bulu, Pramitasari, and Minullah (2024), who found that price has a positive but statistically insignificant direct effect on purchasing decisions.

The Influence of Brand Image, Promotion and Price on Purchasing Decision

Based on the simultaneous test results presented in Table 4.15, an F-statistic (F-count) of 266.050 was obtained, with a significance value of 0.000. Since this significance value is less than 0.05, the null hypothesis (H0) is rejected, and the fourth hypothesis (H4) is accepted. This indicates that brand image, promotion, and price—when considered simultaneously—have a significant effect on purchasing decisions for network services at PT Jaringan Registri Indonesia. These results also demonstrate that the regression model employed is appropriate for explaining variations in purchasing decisions based on these three independent variables. These variables function through

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complementary mechanisms: brand image fosters trust and perceptions of quality; promotion provides information and captures customer attention; and price helps customers evaluate whether the cost incurred is commensurate with the quality and benefits of the service. An attractive promotional campaign may fail to yield optimal purchasing decisions if customers harbor doubts regarding the company's reputation. Conversely, a strong brand image does not guarantee a purchase if the price is perceived as inappropriate. Similarly, competitive pricing may prove less effective if information about the service is difficult to access. Therefore, a purchasing decision is formed through a comprehensive assessment of brand credibility, marketing information, and the economic value of the service. These findings are consistent with the research of Yunita, Srihandayani, and Noerchoidah (2022), who found that brand image, promotion, and price have a significant simultaneous effect on purchasing decisions. Furthermore, these results support the study by Cahyani and Rochmatullah (2024), which concluded that all research variables exert a positive and significant simultaneous influence, even if some variables are not statistically significant when analyzed individually (partially). Similar findings were also reported by Maharani, Purnamawati, and Putri (2026), as well as Dewi, Amalia, Susanto, Andriani, and Afriady (2023), all of which indicate that brand image, promotion, and price collectively influence purchasing decisions.

CONCLUSION

The conclusions of this study are as follows:

1. Brand image has a positive and significant effect on the purchasing decision for network services at PT Jaringan Registri Indonesia.
2. Promotion has a positive and significant effect on the purchasing decision for network services at PT Jaringan Registri Indonesia.
3. Price has a positive and significant effect on the purchasing decision for network services at PT Jaringan Registri Indonesia.
4. Brand image, promotion, and price simultaneously have a significant effect on the purchasing decision for network services at PT Jaringan Registri Indonesia.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. PT Jaringan Registri Indonesia is advised to prioritize aligning its pricing with the benefits provided by its services. The company should clearly articulate the advantages of each service package—such as network speed, connection quality, installation costs, technical support, and the specific amenities included for the customer. Furthermore, the company should offer a range of packages tailored to the diverse needs and financial capabilities of its customers. Additionally, the company should continue to strengthen its brand image by enhancing network quality and stability, while expanding its promotional efforts through digital media with clear, transparent information about its services.
2. Future researchers are encouraged to incorporate other variables that may theoretically influence purchasing decisions. This recommendation stems from the study's findings, which indicate that 19.7 percent of the variance in purchasing decisions is accounted for by factors outside the current model. Potential variables to consider include service quality, network quality, customer trust, customer satisfaction, customer experience, word-of-mouth, location, and digital marketing. It is also suggested that future studies broaden their scope by including customers from various internet service providers. Expanding the research focus in this way could yield more diverse results, enabling comparisons of customer behavior based on factors such as company characteristics, operational regions, and the level of market competition.

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