



## **Effect of Promotional Mix And Price On Consumer Subscription Decisions Mediated By Trust In Indihome Consumers In Medan (Emperis Study On Pt. Telkom Witel Medan)**

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### **ABSTRACT**

Indihome is a result of PT. Telkom. This examination means to analyze the impact of Promotion Mix (X1) and Price (X2) on Decision (Y) interceded by Trust (Z) Indihome Customers at PT Telkom Witel around there. Tests were taken upwards of 85 Indihome clients in Medan City utilizing an underlying condition model (Structural Equation Model). Information assortment utilized a poll while information investigation utilized Structural Equation Modeling (SEM) with Smart Partial Least Square (Smart PLS) adaptation 3.0 M3 programming. Test outcomes: 1. Advancement Mix significantly affects Consumer Decisions to buy in to Indihome in, 2. Costs significantly affect Consumer Decisions to buy in to Indihome, 3. Advancement Mix significantly affects Indihome Customer Confidence, 4. Costs significantly affect Indihome Consumer Confidence, 5. Trust significantly affects Consumer Decision to buy in to Indihome.

**Keywords:** Promotion Mix; Price; Trust; Consumer Decisions.

### **INTRODUCTION**

In the current period of globalization telecommunications plays a very important and strategic role in human life. Through human communication technology can exchange information remotely for a relatively fast and efficient time. With the rapid development of technology and aware of the importance of obtaining information makes many people interested to use the web as an alternative to be able to access information conducting communication activities using the web. Along with the changing lifestyle of today's society, the community needs access to information that is diverse, easy, fast and reliable, it is an opportunity as well as a challenge for telecommunications service administrators to meet the needs of the community. The rapid development of network access technology and web-based technology allows service administrators to be able to provide diverse services (multi administration) for consumers, namely voice (telephone), information (web) and image (IP-TV) services in one access network or known as triple-play services. In its development, since the issuance of Law No. 36 of 1999 on Telecommunications, namely the elimination of monopolies for the Telecommunications Sector issued by the government, the telecommunication business environment changed from monopoly to competition. Telecommunication administrators,

including PT. Telkom, must be able to compete as a service provider or commercial Service Provider located in the telecommunication industry. The number of suppliers of telecommunication service providers whose competition is getting tighter for the current development that makes PT. Telkom innovates to release the latest products where PT. Telkom is one of the BUMN companies that provide various communication facilities to meet the needs of the public in the telecommunications sector to provide diverse services (multi administration) for consumers, namely voice (telephone), information (web) and image (IP-TV) services in one access network or known as triple-play services. Indihome is a Triple Play service from PT Telkom consisting of Internet on Fiber or High Speed Internet, Phone, and IPTV (Use TV Cable). Indihome is a new product from PT. Telkom issued in early 2015. The issuance of this indihome product in connection with the start of Telkom network switching from copper cable to fiber optic cable. However, Indihome products are still many prospective consumers who do not know what is indihome and the various advantages and facilities that are owned from the use of indihome. Indihome is a packaging product so that the price offered to consumers is also the price of the package according to the needs of the package used by the Consumer. On the other hand, fiber optic network services are not all areas in North Sumatra, especially Medan, which is served by some people who are interested in subscribing to indihome. This is what needs to be considered by PT Telkom if indihome distribution can not be maximized then for the improvement of indihome users also has not run as planned. In the use of indihome for new consumers who want to subscribe to the web, inevitably also have to subscribe to landline and cable television Use TV. So consumers must at once subscribe to 3 packages, can not just the web only. Automatic subscription fees incurred by consumers also become more expensive, because there are such additional costs.

Of course, the variety of subscription packages available at PT. Telkom needs to be socialized to the whole community so that the public knows the subscription package and the type of package offered by PT Telkom so that it will help the public in choosing a subscription package that suits their needs. The purpose of this socialization is compositions for members of the public to introduce programs that are carried out continuously in the hope that other communities can know. Product introduction to consumers is the company's first way to provide learning about their products. This method is commonly referred to as promotion. Kotler and Keller (2017), stated that promotions are a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. In achieving a good promotion, the company also conveys the price offered. Kotler and Keller (2017), stated that price is an element in the marketing mix that not only determines profitability but also as a signal to communicate the proportion of value of a product. Indihome is a new product launched by PT Telkom. It is a challenge for PT Telkom to choose the right strategy so as to improve the understanding of the product to consumers, increase penetration into the market, and be able to win competition in the multi-administration service business. PT Telkom in marketing its products and services is inseparable from marketing activities as a principal to analyze, plan, supervise activities against programs that have been planned in the form of pricing policies and promotional strategies. Competition pressures force companies to improve the quality of promotions to prices, to foster trust in products so that it is expected to increase consumer subscription decisions. To continue to maintain and develop the existing market and consumers, the company needs to conduct various evaluations of elements of promotional activities that not only serve as a means of communication between the company and consumers, but also as a tool to influence consumers in purchasing activities or using services in accordance with their wants and needs. Here it is necessary to use the concept of marketing strategy as a development concept in the improvement of indihome users that combines all communication media in support of the desired theme of the company by

considering all advertising programs, sales, and others in the formulation of the program. The existing marketing program that has been done by PT Telkom, such as: making banners, car marking avanza, car marking stupendous max, sun screen, flyer, brochure, flyer FTTH, and vest deals power. But of the many types of promotions that have been done, it is not yet known the extent of effectiveness in reaching the target audience. To be able to know the extent of advertising messages that have been done by PT Telkom can reach the target audience. A promotional activity is said to be successful or not depending on the promotional strategy applied. According to (Purwanto, 2010:8) marketing strategy is defined as the analysis of development strategy and implementation of activities in the strategy of target market determination for products in each business unit, the determination of marketing objectives, and the development, implementation, and management of marketing program strategies, market positioning designed to meet the wishes of target market consumers.

Based on pre-observation in December 2020 on Promotions that occurred at PT. Telkom Medan city, supported from a statement to Mr. Rudi Consumer indihome which explains that the promotion given by PT. Telkom is very interesting to the community. Promotion conducted by PT. Telkom is already in the media both Television, Social Media and so on. In addition, PT. Telkom also promotes easy installation and provides discounts or discounts harga. PT. Telkom also provides assistance and support at every exhibition event to provide knowledge about indohome products. In advertising, PT Telkom has utilized print media and electronic media by installing webside on the web ([www.telkom.co.id](http://www.telkom.co.id)) to publish about the company profile and products issued including the latest products namely Indihome. Promosi is basically a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information (information communication), influence to make purchases or attract consumers (persiansif communication), and remind the audience to make repurchases (recall communications) and faithful to the company's products (Tjiptono, 2016:219). Promotion is a very important factor carried out by PT. Telkom in delivering Indihome products. In addition to pt. Telkom also needs to consider the price given to consumers to keep subscribing and recommending to others. Price is everything that consumers give to get the advantage offered by the company's marketing mix (Cannon, et al., 2018:176). The price depends solely on the company's policies, but of course with various things in mind. Cheap or expensive price of a product is very relative in nature. This can be compared to the price of similar products or services offered by other companies. Companies need to monitor the prices set by competitors so that the prices determined by the company are not too high or too low. If the price is affordable, compete even the addition of price reduction (discount), consumers or service users will be satisfied.

Based on pre observation in December 2020 about the price that occurred at PT. Telkom Medan city, supported from a statement to Mr. Maskuni Consumer indihome which explains that the price given to consumers is affordable and diverse according to the needs of consumers. The low price offered with indihome products makes me more interested in the appeal of other products. The facilities and manfaat are also many and make me happy to subscribe to indihome. With the statement from indihome Consumers, PT. Telkom needs to monitor the prices set by competitors so that the price that is fixed by the company is not too high or too low. If the price is affordable and competitive even the addition of price reduction (discount), consumers or service users will be satisfied. Price is everything that consumers give to get the advantage offered by the company's marketing mix (Cannon, et al., 2018:176).

Trust is a person's belief in certain values that will influence his behavior (Peter and Olson, 2017:136). Trust involves a person's willingness to behave in a certain way because of the belief that

his partner will give what he expects and an expectation that a person generally has that customized organization, promise or statement of others can be trusted (Daryanto, 2017:279). Through diverse experiences, consumers gain a lot of trust about the products, brands, and other objects around them. The key to understanding consumer attitudes is to identify and understand the basis of those beliefs. In principle, consumers can have confidence in all types and levels of meaning that have associations with a particular product (Peter and Olson, 2017: 136). If a company is able to generate trust in consumers, then consumers will be satisfied.

Based on pre observations in December 2020 on Trust that occurred at PT. Telkom Medan city, supported by a statement from a consumer who explained that I believe in indihome products in comparison to other service products. I've hamir two (2) years subscription. Pt.. Telkom is responsive in responding to all difficulties experienced. In addition, the speed provided in accordance with what is expected and the safety in its use is also believed. That way the trust of PT. Telkom give very high so steadfast in subscription. Consumer confidence in a brand or product is fundamental to leading to a consumer's decision to buy even to be steadfast on that brand. Trust plays an important role in consumer and long-term buyback decisions. According to Erna Ferrinadewi (2018), trust is a number of specific beliefs on integrity (honesty of trusted parties and ability to keep promises), behevolence (attention and motivation that is trusted to act in accordance with the interests of those who trust them), competency (ability of trusted parties to carry out the needs of the trust) and consistency (consistency of behavior of trusted parties). With the trust of a product, there is a desire for consumers to subscribe to indihome services. Trust can increase Consumer Decisions of high indihome subscriptions. Consumer subscription decisions are something related to the consumer's plan to buy a particular product, as well as how many units of product are needed in a certain period. Needs can be in the form of daily needs (family), study needs, employment, economic status, social status, and other needs. Consumer decision subscription is a desire to buy a product or service due to the influence both external and inside where previously evaluated the product or service to be purchased. Consumer subscription decisions arise after consumers receive improvement of something they see, when consumers enter a store in expositions decision making in planning purchases of a number of products. Effective and appropriate marketing strategy will attract the consumer's desire to use indihome products then there is a marketing strategy of the company has been successful but on the contrary if the marketing strategy is less attractive to consumers' desire to use indihome products then the marketing strategy conducted by PT Telkom has failed, therefore, the marketing strategy conducted by PT Telkom must be effective and as much as possible to determine the marketing strategy of indihome products so that consumers will be interested in using indihome products which are new products from PT Telkom. In terms of providing the best service to consumers in this competition period, information about products through promotions and price offers is one of the efforts to increase consumer confidence so that it is expected from a sense of trust can encourage consumer decisions to subscribe to consumers to choose a product. So information about products through promotions and prices is an important thing that should be the attention of telecommunication administrators. Based on the above phenomena, this study is intended to find out if it is true that promotion and price are competitive strategies that affect purchasing intentions, mediated by trust.

## **LITERATURE REVIEW**

### **The Foundation of Marketing Theory**

One of the functions of marketing management, which is to plan and develop products and services to meet the needs and desires of consumers. In an effort to meet the needs and desires of consumers, namely by achieving consumer satisfaction with the exchange rate given. Marketing system is also potentially one of the company's efforts in shaping the profits taken. This as conveyed by Kotler (2013:15) is: "Showcasing blend is the arrangement of advertising devices that the firm uses to seek after it's promoting destinations in the objective market". The marketing mix is a set of marketing tools (showcasing blend) is used by companies to achieve their marketing objectives in the target market.

The marketing mix according to Zeithaml and Bitner (2018:18) is as follows: "Advertising blend characterized as the elements and associations controls that can be utilized to fulfill or speak with client. These components show up as center choices factors in any advertising text or promoting plan". Marketing mix is an element in the organization of companies that control in communicating with consumers or used to achieve customer satisfaction.

### **Promotion**

In marketing its products the company needs to stimulate and disseminate information about the presence, availability, characteristics, condition of the product, and the benefits or uses of the resulting product. This activity is referred to as a promotion. Basically promotion or advertising is all forms of presentation of non-individual communication about ideas, products and services offered by manufacturers, with the intention to influence consumers to want to buy products offered (Dun and Barban 2017). Through a promotion or advertisement, the manufacturer declares the brand of the product and persuades consumers to buy it by saying that the brand of the product has various attributes. According to Sethi (2017), promotion is a form of direct persuasion through the use of a variety of measurable incentives to stimulate product purchases with attractiveness, reach and frequency of promotion. The company's promotional mix will create a separate assessment on the consumer's mind so that the consumer's assessment of the product promotion directly or indirectly will create a picture of a product. The term promotion put forward by Private (2013), is a direct flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. According to Kotler and Keller (2016), stating that promotions are a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. The role of promotion in the marketing mix results in a mutually satisfactory exchange with the intended market through the delivery of informants who educate, persuade, or remind consumers of the benefits of a company or a product.

### **Price**

Prices according to Kotler and Armstrong (2016), are a certain amount of money exchanged for a product or service. Furthermore, price is the sum of all values that consumers exchange for the amount of benefits by owning or using a goods and services. Another definition of price is everything provided by consumers to gain the advantage offered by the company's marketing mix (Cannon et al., 2018). In order to be successful in marketing a goods or services, each company must set the price appropriately. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (products, distribution, and promotions) cause costs (expenses). In addition, price is an element of marketing mix that is flexible, meaning it can be changed quickly (Tjiptono, 2017). From a marketing point of view, price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a goods or services (Tjiptono, 2017).

## **Belief**

Trust or conviction is the belief that the actions of another person or a group are consistent with their beliefs. Belief is born from an expositions slowly then accumulates into a form of trust (Pradiansyah, 2014). Morgan and Hunt (2016), define trust as trust in the partner in which one is related. Trust arises from an old expositions. If trust has arisen between consumers and companies, then efforts to build

cooperation relationships will be easier. The presence of commitment and trust becomes the center of

relationship advertising success. Relationship showcasing is able to empower the power of consumer desire with the pressure of information technology to provide consumer satisfaction. Meanwhile, Indiarjo (2016), defines trust as a willingness to rely on accomplice in a transaction relationship where in the accomplice is placed belief. Confidence is persuaded by a credibility gained from other parties because it has the necessary expertise to perform a task.

The level of trust can be measured through several factors, including ability, kindness, and intergritas. Morman (2018), trust is one's will to rely on others where we have confidence in him. Trust is a mental state based on a person's situation and social context. When a person makes a decision, he or she will prefer a decision based on choice from people he or she can trust more than the less trusted. Whereas according to Rousseau et al (2018), trust is a psychological area that is a concern to accept as it is based on expectations of good behavior from others. Consumer confidence is defined as one party's willingness to accept the risk of the actions of the other party based on the expectation that the other party will take important actions for the party who trusts it, regardless of the ability to supervise and control the actions of the trusted party. Trust occurs when one is confident in the reliability and integrity of a trusted person. Doney and Canon (2017), say that the initial creation of partner relationships with Consumers is based on trust.

## **Consumer Decisions**

Consumer Decision is part of the behavioral component in the attitude of consuming. According to Kinnear and Taylor (2015), said Consumer Decision subscription is a stage of respondents' tendency to act before the buying decision is actually implemented. A person's behavior depends heavily on his interests, whereas the interest in behaving largely depends on the subjective attitudes and norms of behavior. Belief in the consequences of behavior greatly influences his subjective attitudes and norms. Individual attitudes are formed from a combination of beliefs and evaluations of an important beliefs of a consumer, whereas subjective norms are determined by belief and motivation. Consumer Subscription decisions can also be defined as the likelihood that the buyer intends to purchase a product (Doods, Monroe and Grewal, 2014). Everything that becomes the same, Consumer Decision subscription positively relates to the overall perception of acquisitions and value transactions (Della Bitta, Monroe and McGinnis, 2015; Monroe and Chapman, 2014; Ubany and Diskson, 2013; Zeithaml, 2014 and Grewal, Monroe and Krishnan, 2015).

A product can be said to have been consumed by consumers if the product has been decided to be purchased. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits outweigh the sacrifices to obtain them, then the urge to buy them is even higher. On the contrary, if the benefit is less than the sacrifice then usually the buyer will refuse to buy and generally switch to evaluating other similar products. In most people, consumer purchasing behavior is often initiated and influenced by the number of stimuli (upgrades) from outside itself, both in the

form of marketing stimuli and stimuli from the environment. The stimulation is then processed in the self after its personal characteristics, before finally a purchase decision is taken. The personal characteristics of consumers used to process such stimuli are very complex and one of them is the motivation to buy.

## **METHODS**

In this study, the research approach used is a quantitative approach that can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples with sampling techniques in general can be classified, data collection using research instruments, quantitative / statistical data analysis with the aim to test the hypothesis that has been set.

The philosophy of positivism considers that reality/symptom/phenomenon can be clarified, relatively fixed, concrete, observed, measurable and causal symptomatic relationships. The process of research approach that seeks to solve problems in depth with the basis of deductive thinking, namely by using analysis based on common understandings or facts is then examined and the results can solve specific problems (Sugiyono, 2014).

### **Research Type**

In this study, explanatory research type is used with quantitative approach. According to Sugiyono (2014), explanatory research method is a research method that intends to explain the position of the variables studied and the influence between one variable and another variable. Based on the type of research level of explanation, then this type of research is associative research. Associative research is research that aims to determine the relationship between two or more variables. In the end, the results of this study explained the causal relationship between variables through hypothesis testing. In this study the authors sought to explain the relationship between promotion variables (X1), Price (X2), Trust (Z), and Consumer Decision subscription (Y).

### **Data Collection Techniques**

Data collection tool using questionnaire survey method is a data collection technique conducted by giving a number of structured written questions to respondents related to their influence on various variables studied in this study. The questionnaire used in this study contained two main parts. The first section is about social profile and respondent identification, containing respondent data related to the respondent's identity and social circumstances such as: age, last education, and occupation. While the second part is based on the concept of the theory previously put forward, concerning the influence of promotional variables, prices, trust and consumer decisions subscribed.

## **RESULTS AND DISCUSSION**

### **Promotion has a significant effect on The Decision of Consumers to subscribe to Indihome in Medan**

First hypothesis of the influence of Promotion on Consumer Decision subscription proved to have a significant effect. It can also be interpreted that the Promotion has a significant effect on the

Consumer Decision of the subscription. The higher the Promotion, the higher the Consumer Decision subscription is felt. The provenance of this hypothesis contradicts the results of previous research by Ndaru Kusuma Dewa (2014), Hendra Fure (2013), Yi-Chih Lee Wei-Li Wu Yang-Chu Lin and Vhia-Ko Lee (2014), Franky Lauda Hariyanto (2015) found that promotions had a significant effect on consumer subscription decisions. It also proves kotler's theory (2014), promotions are a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. A good promotion will increase consumer decision subscription limited to people who are interested in promotion. Promotion is done so that there arises in a person to use or consume the products offered. Promotions are also dependent on environmental and psychological conditions so that the attraction is higher.

### **Price has a significant effect on consumer decision to subscribe to Indihome consumers in Medan.**

The second hypothesis of price influence on consumer subscription decisions proved to have a significant effect. It can also be interpreted that Price has a significant effect on consumer subscription decisions. The higher the price influence, the higher the Consumer Decision subscription is felt. The provenness of this hypothesis supports the results of previous research by Ndaru Kusuma Dewa (2012), Hendra Fure (2013), Yulius Waris Kristyatmoko and Anik Lestari Andjarwati (2013), Franky Lauda Hariyanto (2015), Leow Chee Seng and Zahari Husin (2015) and Ya-Hui Wang and Li-Yan Chen (2016) concluded that Consumer Prices had a significant impact on consumer subscription decisions. It also proves the theory of Tjiptono (2017) defines price as a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a goods or services. When conducting price calculations in the marketing mix, of course the first step that must be considered by management is to determine the goal of pricing, then set the basic price of the products or services offered. The next effort is how to develop the right strategy and wisdom about some aspects of the pricing structure. In this case PT. Telkom must consider the price in all aspects so that the Consumers feel satisfied and do not think long to become Consumers. With the price that suits the needs of the community, it will increase the attractiveness of consumers as well.

### **The promotion has a significant effect on Indihome's Consumer Confidence in Medan.**

The third hypothesis of the influence of the Promotion on Trust proved to be of significant influence. It can also be interpreted that the Promotion has a significant effect on the Trust. The higher the Promotion, the higher the trust felt. The provenance of this hypothesis supports the results of previous research by Kustiadi Basuki and Noviana Devi (2016) to conclude that promotion has a significant effect on trust. This also proves the theory of Kotler (2017), promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand sold. The role of promotion in the marketing mix results in a mutually satisfactory exchange with the intended market through the delivery of informants who educate, persuade, or remind consumers of the benefits of a company or a product. PT. Telkom conducts promotions so that indihome consumers are increasingly interested and tell and rot other users to move to indihome, in addition to the promotion is also done so that the brand image of consumers also improved so that it persists and continues to subscribe

### **Price has a significant effect on Indihome's Consumer Confidence in Medan.**

The second hypothesis of Price's influence on Trust proved to have a significant effect. It can also be interpreted that Price has a significant effect on trust. The higher the price, the higher the trust is felt. The provenance of this hypothesis supports the results of previous research by Muhammda Yahya



(2017) obtained the conclusion that Price has a significant effect on Trust. It also proves the theory of Tjiptono (2018) defines the price as a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a goods or services. The appropriate price will generate its own confidence in consumers. This is because the price will be a consideration in determining the choice. Low prices with good quality are very desired by every Consumer, in such a way will arise itself a feeling of trust in the product they choose. The trust that arises in consumers will be very useful to provide recommendations to neighbors or relatives to do indihome use. So the trust arising from the existence of appropriate prices is very supportive in the Consumer Decision subscription.

### **Trust has a significant effect on consumer decisions to subscribe to Indihome consumers in Medan.**

The fifth hypothesis of Trust in Consumer Decision subscription proved to have a significant effect. It can also be interpreted that Trust has a significant positive effect on consumer decision subscription. The higher the trust variable, the higher the Consumer Decision subscription. The provenness of this hypothesis supports the results of previous research by Byoungcho Jin and Jin Yong Park (2016), E. Desi Arista and Sri Rahayu Tri Asturi (2014), Jenniefer Adji and Hatane Samuel (2014), Rianto Nurcahyo Dennis Andry and Kevin (2017), Lily Suhaily and Syarief Darmono (2017) and Joko Wijoseno and Maya Ariyani (2017). The results of the study stated that satisfaction has a significant effect on consumer decision subscription. It also proves the theory of Morgan and Hunt's (2016) belief is a belief in the partner in which a person is related. Trust arises from a long process. If trust has arisen between consumers and companies, then efforts to build cooperation relationships will be easier. The presence of commitment and trust becomes the center of relationship marketing success. Relationship marketing is able to empower the power of consumer desire with the pressure of information technology to provide customer satisfaction. Thus trust will influence consumer decisions subscribe consumers in determining their choices.

### **Research Limitations**

1. This result is a study when researchers take data from respondents, so that later there can be changes at any time for different situations and conditions because the object of the study is wider, by taking Indihome Consumers in Medan.
2. Promotion and Price Variables are only a portion of some of the other variables that influence consumer subscription decisions as well as trust. So that further research can examine variables other than the variables Promotion and Price to Consumer Decisions subscription and Trust.

### **Research Implications**

- a. In the results of the research that has been reviewed previously also showed that there is a significant influence between the Promotion on Consumer Decisions subscribe to Indihome Consumers in Medan. The results of this study support research from previous researchers, namely research conducted by Ndaru Kusuma Dewa (2019), Yi-Chih Lee Wei-Li Wu Yang-Chu Lin And Chia-Ko Lee (2014), Franky Lauda Hariyanto (2015) and Kustiadi Basuki and Noviana Devi (2016).
- b. In the results of the research that has been reviewed previously also showed that there is a significant influence between Price to consumer decision subscription to Indihome Consumers in Medan. The results of this study support research from previous researchers, namely research conducted by Hendra Fure (2013), Yulius Wasis Kristyatmoko and Anik Lestari Andjarwati (2013), Franky Lauda Hariyanto (2015), Leow Chee Seng And Zahari Husin

- (2015), Ya-Hui Wang And Li-Yan Chen (2016) and Rianto Nurcahyo Dennis Andry Dan Kevin (2017) In the results of previously reviewed research also showed that there is a significant influence between the Promotion of Trust in Indihome Consumers in Medan. The results of this study support research from previous researchers, namely research conducted by Byoungho Jin And Jin Yong Park (2016) and Kustiadi Basuki Dan Noviana Devi (2016).
- c. In the results of the research that has been reviewed previously also showed that there is a significant influence between Price to Trust in Indihome Consumers in Medan. The results of this study support research from previous researchers, namely research conducted by Aikaterini C. Valvi (2013), Rianto Nurcahyo Dennis Andry Dan Kevin (2017) and Muhammad Yahya (2017).
  - d. In the results of the research that has been reviewed previously also showed that there is a significant influence between Trust in Consumer Decisions subscribe to Indihome Consumers in Medan. The results of this study support research from previous researchers, namely research conducted by E. Desi Arista And Sri Rahayu Tri Astuti (2011), Jennifer Adji Dan Hatane Samuel (2014), Rianto Nurcahyo Dennis Andry Dan Kevin (2017), Lily Suhaily And Syarief Darmoyo (2017) and Joko Wijoseno And Maya Ariyanti (2017).

## CONCLUSION

This research aims to test the influence of Promotion and Price on consumer decisions subscribed to in mediation by the Trust. This research was conducted with field study, namely by spreading questionnaires to 85 Indihome Consumers at Telkom in Medan. The results of the study are as follows:

1. Promotion has a significant effect on the Decision of Consumers to subscribe to Indihome in Medan.
2. Price has a significant effect on consumer decision to subscribe to Indihome consumers in Medan.
3. Promotion has a significant effect on Indihome Consumer Confidence in Medan
4. Price has a significant effect on Indihome Consumer Confidence in Medan.
5. Trust has a significant effect on consumer decisions to subscribe to Indihome consumers in Medan.

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