Analysis of The Effect Brand Equity on Consumer Purchase Decisions in Telkomsel Products

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Article Info

Abstract: The purpose of this research is to identify and examine the effect of brand equity on consumer purchasing decisions for Telkomsel products. This study had 1,585 respondents, and the slovin formula was used to select the sample, resulting in a total of 94 responses. This study uses quantitative research for the type of data. The systematic study of parts, phenomena, and quality relationships is known as quantitative research. Questionnaires were used to collect data for this research. A questionnaire is a way of getting information from a large number of people, or respondents, by asking them a large number of questions. The information checking technique used in this study is direct relapse examination using the following formula, simple linear regression analysis is used to determine the effect of brand equity on consumer purchasing decisions of Telkomsel products: The relationship between one independent variable (X) and the dependent variable (Y). Information collection techniques using polling instruments. Simple linear regression is used in the analytic approach of this study. With a tcount (13.089) greater than ttable (1.661) and a significant probability value of 0.000 0.05, this study shows that brand equity has a positive effect. This shows that the purchase decision is significantly positively influenced by brand equity.

1. Introduction

The ongoing era of globalization, advances in data and telecommunications (IT) are vital for progress. As a result, it cannot be denied that the media currently plays an important role in human life. It is this, according to Ansor and Nazaruddin (2013), that makes the telecommunication sector flourish like mushrooms in the rainy season. Indosat, Telkomsel and XL are just a few of the many telecommunication-related businesses in Indonesia. However, these three brands are unmatched when it comes to the number of customers and brands that buyers remember. This is proven by Telkomsel's products which are widely used by customers because of its wide network coverage throughout Indonesia and a stronger network even in remote areas, as well as brand reputation in terms of product quality and network coverage. The Telkomsel organization itself has a well-known and trusted brand. in Indonesia and stock a wide range of goods. Telkom's three new products and Telkomsel

Simpati, Grapari, and Telkomsel Orbit service innovations serve as the basis. The Indonesia Client Experience Champion award was won by these three items.

The company currently has the most subscribers in Indonesia as it is Telkomsel, the leading telecommunication provider in Indonesia. This should be seen from the results of web correspondence specialist organizations such as Telkomsel. Data about Telkomsel items must be seen in the table below:

Table 1. Product Data

No	PRODUK
1	Telkomsel Orbit
2	Kartu Perdana
3	Kartu Halo

Telkomsel Grapari has three products, the first being Telkomsel Orbit, starter packs and halo cards, as shown in the table above. Both simPATI, GraPARI, and Telkomsel Circle still prioritize clients in every given arrangement. Telkomsel offers a variety of data services through simPATI to meet customers' digital lifestyle needs.

The WiFi modem used by Telkomsel Orbit home internet service usually has cellular network quality. There is no need to make a purchase to use the information pack provided. This help is here to provide a brighter, faster and more reliable organizational setup. As a result, Telkomsel's 4LTE network allows this service to be an all-digital home internet solution. Therefore, you must pay close attention to the purchase amount description table to find out the number of circle Telkomsel customers in Kendari:

Table 2. Purchase Amount Data

No	Month	Year		
		2020	**2021**	**2022**
1	January	48	38	120
2	February	39	10	44
3	March	51	18	138
4	April	20	15	100
5	May	31	25	94
6	June	34	36	54
7	July	37	26	34
8	August	15	19	37
9	September	32	46	61
10	October	20	43	18
11	November	30	28	49
12	December	41	75	59
	Total	398	379	808

Based on the table above, monthly sales have increased and decreased over the past three years. In 2020 sales reached 398, in 2021 sales decreased to 379, and in 2022 sales again increased to 808. Thus, Telkomsel Orbit sold 1,585 units between 2020 and 2022.

The specificity of competition between organizations encourages every organization to understand the need to increase organizational resources for organizational resilience, especially for organizations that produce Telkomsel goods. Companies are now competing with brands that can project a unique image for their customers, rather than focusing solely on functional aspects of products, such as usability. Ongoing serious situation that occurred in Telkomsel items. The number of Telkomsel's new brands is currently convincing buyers

to differentiate in pursuing choices while choosing brands that they think meet the product standards they need.

Telkomsel Orbit is here to help internet network users with solutions because the identification process will make the brand a tool for differentiation and can also be the main criterion in the consumer purchasing decision-making process. This is driven by Telkomsel Circle's consistency in introducing various administrative developments, starting from creating bigger highlights and share bundles in the MyOrbit application, adding more affordable Telkomsel Circle modem options, to expanding direct access to offering channels both on the web and offline. Customers who buy Telkomsel are currently experiencing rapid growth and a number of changes, including the availability of a more diverse range of Telkomsel products. This condition also occurs in Kendari City, where typical consumers are looking for useful goods.

We can also see that more and more Kendari City residents are using Telkomsel and becoming customers. The population in Kendari City according to BPS information for 2020 is 404,232 people. Given this socio-economic situation, more than 323,385 people or around 80% use Telkomsel products. As a result, customers in Kendari City know Telkomsel's products compared to other suppliers from telecommunications companies.

Customers who have a high level of brand loyalty have a great opportunity to buy. When making a purchase decision, customers consider the brands they prefer. The level of perceived risk has an impact on the client's decision to change, postpone, or try not to purchase the option. The amount of money wagered, the characteristic vulnerabilities and the certainty level of the client all affect the probability of the bet. Customers will be aware of the products they buy because each manufacturer has distinctive features or identification methods that help differentiate their brand from competitors. By branding each product they produce, manufacturers can determine market position and level of customer loyalty (Ibrahim, 2013).

Strong belief in the client or clients accepting that their decision when completing a purchase counts as a purchase choice. If the brand meets the buyer's preconceived notions, behaves optimally, and provides optimal value, the buyer will decide to buy. Customers will make purchases because they believe that the brand produces goods with various benefits and characteristics at a fair price. Siagian 2015). Customers can take advantage of smarter, faster and more reliable connectivity thanks to the latest digital-based solutions offered by Telkomsel. As part of the company's commitment to educating the country through the provision of digital solutions that are able to empower the community as a whole and sustainably, this solution is present through Telkomsel Orbit and has reached 50 cities throughout Indonesia. The company also continues to expand its service coverage gradually.

Telkomsel provides special prices for modems and data bundles from Telkomsel Orbit in the early stages of this launch. For various Circle variants, prices start from Rp. up to 599,000 IDR 2,635,000. includes modem, prepaid Telkomsel SIM card, and data quota. Regular packages that are active 24 hours a day, 7 days a week without application limits, without programmed credit, and without excessive usage fees are some of the advantages of Telkomsel Circle as a home-based remote internet connection service.

Telkomsel Circle is intended to be better prepared to ensure the best web access insights at home. This is dependent on the client's business quality standards being better at home than on the go. Companies must be able to develop products that have prestigious brands or are said to have strong brand equity so that these brands have different strengths and market values. Therefore, a brand value board must be done with care considering that the client will

be severely constrained by it while pursuing purchasing choices for the advertised product or service.

2. Literature Review

Brand Definition

The criteria and definitions of well-known brands are still being debated, so there is no definite definition of the term. A well-known brand has an extraordinary and attractive power of splendor that puts the brand on the map (Primary, 2020). The three classifications of brands, as indicated by the degree of difference, are as follows: 1) A brand with a bad reputation and limited marketing reach is referred to as a regular brand. An ordinary brand is not the goal of business people to reflect on because it is considered to require symbolic splendor both in terms of use and development; 2) A well-known brand or notable imprint is a brand that has a high reputation because its image is able to stand out and become the ideal and best choice for all customers. Images have such attractive power that everything under a brand has a legendary connection for all levels of customers; 3) A well-known brand, also known as a well-known brand, is a brand that is sold almost all over the world and has a worldwide reputation. It is only made for certain groups and costs a lot of money.

Brands are not actual products; rather, it is something that is combined with or applied to an item. From the moment an item is purchased, the buyer takes part in the actual item more than its brand name. It is conceivable that the brand will only satisfy the client. A brand is nothing more than an immaterial and worthless object. This shows that the brand is an intangible property right (Firmansyah, 2013).

Brand equity as a collection of assets and liabilities of a single brand that increases or decreases the value of products or services provided to a company or its customers (Ansor, 2013). Brand equity is the total perception of the brand, which includes the relative quality of products and services, financial performance, customer loyalty, satisfaction, and appreciation of the brand as a whole (Ibrahim, 2013). The added value that a brand acquires for gaining recognition and increasing buyer certainty while spreading the word about a purchase is as brand value. According to Pantensolang (2015), customers will be more loyal to products with strong brand equity than products with negative brand equity.

Buying decision

Purchase choice is a formal conclusion that a shopper needs to buy an item or service with certain considerations. The extent to which the marketer's efforts to market a product to consumers is reflected in the purchasing decisions made by consumers. Need recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase decisions are the five stages of consumer buying decisions (Kamila and Djatmiko, 2018). Purchase choice is the most common way to determine the conclusion about the decision whether to make a purchase. This includes choosing what to buy and decisions about whether to make a purchase (Sofyan Assasuri in Siagian, 2015).

Consumer behavior determines the steps involved in making purchasing decisions and buying a product (Siagian, 2015). The value problem can be solved in five phases: 1) Recognizing the problem is the most vital phase in understanding the requirements and wants to be met. Neither oneself nor the climate can start this cycle; 2) Information search will bring up customer needs. start pushing for more information to be found. At this stage there are two levels of customers. The first step is focus. The current search situation is not so severe, but product information is more important. Second, effectively search for data through understanding the material, calling colleagues or visiting stores to find out about an item: 3)

Analyzing Other Options No single direct evaluation method works for every customer or every circumstance in which a purchase is made; 4) Making Purchase Choices: Clients can define five sub-choices to achieve their purchasing goals: quantity, method, brand, dealer, and time In buying normal merchandise, decisions are simplified. Incidentally, shoppers may prefer not to officially judge each brand. In different cases, the final conclusion may be influenced by mediating factors; 5) The evaluation stage is the final stage of post-purchase behavior. an evaluation of where the buyer will face a certain level of satisfaction or disappointment. This stage is very important for the manufacturer because it determines whether the customer will continue to buy the product or choose an alternative. If the customer is happy, he is more likely to buy the product again.

Sholihat (2018), Kotler identified the following indicators for making purchasing decisions: 1) The security of an item, especially the robustness of the client's trust in choosing the item to be purchased; 2) Tendency in buying goods, especially the tendency of buyers to buy similar goods, because the goods are in accordance with what is generally expected; 3) Provide recommendations to others, especially the willingness of customers to recommend products that have been used to friends or family because they are satisfied with the service and benefits; 4) Make repeat purchases, especially the desire of customers to come and repurchase items that have been purchased and feel the quality.

3. Methodology

This study uses quantitative research for the type of data. The systematic study of parts, phenomena, and quality relationships is known as quantitative research. According to Sugyono (2012), quantitative goals are the creation and application of mathematical models, theories, and hypotheses related to field phenomena. Population is a generalized area consisting of objects or subjects with certain magnitudes and characteristics that have been determined by research to be studied and then conclusions drawn. This study involved 1,585 individuals who had become customers in the city of Kendari during the previous three years, the number and characteristics of the population including the sample. so that it can be explained that the sample is part of the population obtained using a certain method and has certain clear and complete characteristics that are considered to represent the population. So the quantity of tests in this review was 94 respondents.

The information checking technique used in this study was direct relapse examination. According to Sugiyono (2012: The purpose of simple linear regression analysis is to find out how one variable influences other variables. Using the following formula, simple linear regression analysis is used to determine the effect of brand equity on consumer purchasing decisions for Telkomsel products in Kendari: Relationship between one independent variable (X) with the dependent variable (Y). The direct recipe for immediate relapse is as follows:

Y= a + bx

Information

Y = Purchase decision

X = Brand equity

a = Constant (value of Y if X = 0)

b = Regression Coefficient (positive or negative effect)

e= tern error

Uji Validasi Dan Reliabilitas

1. Uji Validitas

Ghozali menegaskan (2018:51), uji validasi digunakan untuk mengetahui sah atau tidaknya suatu kuesioner. Apabila pertanyaan-pertanyaan pada suatu kuesioner dapat mengungkapkan sesuatu yang akan diukur oleh kuesioner tersebut, maka dikatakan valid. Dengan asumsi persetujuan berarti mengukur apakah pertanyaan dalam jajak pendapat yang telah kita buat benar-benar dapat mengukur apa yang perlu kita ukur. Fakta bahwa item pernyataan dalam kuesioner valid atau memiliki nilai kurang dari 0,05 mendukung keputusan untuk menguji validitas kuesioner.

2. Uji Reabilitas

Ketergantungan adalah instrumen untuk memperkirakan jajak pendapat yang merupakan tanda dari suatu variabel atau berkembang. Jika tanggapan seseorang terhadap pertanyaan konsisten atau stabil dari waktu ke waktu, kuesioner dikatakan dapat diandalkan. Salah satu uji kualitas yang tidak tergoyahkan adalah dengan memanfaatkan strategi uji faktual Cronbach Alpha (a). Jika sebuah konstruk atau variabel memiliki nilai Cronbach alpha lebih besar dari 0,60, maka dianggap reliabel.

Classic Assumption Test

1. Normality Test

The normality test aims to determine whether the residuals or confounding variables in the regression model are normally distributed. As noted, the T and F tests expect quality remaining following the usual circulation. The statistical test becomes invalid for a small number of samples if this assumption is violated (Ghozali, 2018).

2. Test t (persial)

The office table shows how each independent variable affects the dependent variable partially using the t test. The decision is considered H0 or the independent variable does not have a partially significant effect on the dependent variable if the significant value is greater than 0.05. Conversely, if the critical value is <0.05, the choice is to eliminate H0 or the independent factors have a significant effect on the dependent variable.

3. Determination Coefficient Test (Adjusted R²)

The modified assurance test coefficient or R² is used to test the integrity attack of the relapse model. Conversely, the closer the R value is to one, the better the model is (Ghozali, 2018). If the R value is close to zero (0), it means that the model is bad or the variables used in the explanation are very limited.

4. Results and Discussion

4.1 Results

Respondents' Responses to Brand Equity

Respondents' responses to the Brand Equity variable are reflected in the 11 statement items. The following displays the average value of the statements.

Table 3. Brand Equity Variable

Respondents Answer		STS	TS	C	S	SS	Total	Average
Weight		1	2	3	4	5		
X.1	F	4	19	14	32	25	94	
	%	4%	20%	15%	34%	27%	100%	3.6
X.2	F	3	21	18	39	13	94	
	%	3%	22%	19%	41%	14%	100%	3.4
X.3	F	3	13	14	41	23	94	
	%	3%	14%	15%	44%	24%	100%	3.7
X.4	F	5	10	12	34	33	94	
	%	5%	11%	13%	36%	35%	100%	3.8
X.5	F	4	13	13	41	23	94	
	%	4%	14%	14%	44%	24%	100%	3.7
X.6	F	5	7	16	40	26	94	
	%	5%	7%	17%	43%	28%	100%	3.8
X.7	F	3	11	7	41	32	94	
	%	3%	12%	7%	44%	34%	100%	3.9
X.8	F	3	7	10	43	31	94	
	%	3%	7%	11%	46%	33%	100%	4
X.9	F	1	8	11	41	33	94	
	%	1%	9%	12%	44%	35%	100%	4
X.10	F		13	17	38	26	94	
	%		14%	18%	40%	28%	100%	3.8
X.11	F		10	17	47	20	94	
	%		11%	18%	50%	21%	100%	3.8
Overall Average								41.6

Looking at the table above, it is known that of the 94 respondents who were concentrated in general, they answered that they agreed with the statements about the brand value variable (X) at half normal, but there were still people who reacted disagreed. with a rate of 22%. In general, the respondents' impression of the proclamation on the brand value variable (X) is in the high region with a typical score of 41.6. This shows that respondents in Kendari City have a positive impression of the brand equity of Telkomsel Orbit products.

Respondents' Responses to Consumer Buyer Decisions

The results of the average number of respondents' statements can be seen as follows for the eight statement items given by respondents in response to purchasing decision factors.

Table 4. Variable Consumer Purchasing Decisions

Respondents Answer		STS	TS	C	S	SS	Total	Average
Weight		1	2	3	4	5		
Y.1	F	2	10	11	40	31	94	
	%	2%	11%	12%	43%	33%	100%	3.93
Y.2	F	2	11	14	43	24	94	
	%	2%	12%	15%	46%	26%	100%	3.80
Y.3	F	4	11	17	35	27	94	
	%	4%	12%	18%	37%	29%	100%	3.74
Y.4	F	2	8	19	41	24	94	3.81

		2%	9%	20%	44%	26%	100%	
	%	2%	9%	20%	44%	26%	100%	
Y.5	F	2	10	10	48	24	94	
	%	2%	11%	11%	51%	26%	100%	3.87
Y.6	F	3	7	17	39	28	94	
	%	3%	7%	18%	41%	30%	100%	3.87
Y.7	F	2	9	18	42	23	94	
	%	2%	10%	19%	45%	24%	100%	3.79
Y.8	F	2	7	14	37	34	94	
	%	2%	7%	15%	39%	36%	100%	4.00
Overall Average								30.85

Based on the table above, the majority of the 94 respondents who were observed chose to agree with the statement items in the purchase decision variable (Y), with a percentage of 51%, even though there were 12% of respondents who disagreed. In general, the respondent's perspective on the explanation of things in the purchase choice variable (Y) is at an undeniable level with an average score of 30.85. this shows that respondents in Kendari City have a good opinion of the brand equity of Telkomsel Orbit products.

Validity Test Results

Corrected item correlation is the result of a comparison of the number of respondents to each question on each variable analyzed using the SPSS program to test validity. Meanwhile, to complete the second r item, especially deciding $\propto = 0.05$, then n = 94 with the aim that the rtable value is 0.2006. The validity level of the pointer or poll is still on the air, if rcount > rtable = substantial and rcount < rtable = invalid. The following table displays the complete validity test results:

Table 5. Brand Equity Validity Test Results

Statement	Corrected item total correlation (rhitung)	rtabel	Information
X.1	0,750	0.2028	Valid
X.2	0,765	0.2028	Valid
X.3	0,710	0.2028	Valid
X.4	0,792	0.2028	Valid
X.5	0,752	0.2028	Valid
X.6	0,758	0.2028	Valid
X.7	0,738	0.2028	Valid
X.8	0,726	0.2028	Valid
X.9	0,745	0.2028	Valid
X.10	0,604	0.2028	Valid
X.11	0,736	0.2028	Valid

Table 6. Test Results for the Validity of Consumer Purchase Decisions

Statement	Corrected item total correlation (rhitung)	rtabel	Information
Y.1	0,825	0.2028	Valid
Y.2	0,786	0.2028	Valid
Y.3	0,729	0.2028	Valid
Y.4	0,800	0.2028	Valid
Y.5	0,831	0.2028	Valid

Y.6	0,817	0.2028	Valid
Y.7	0,821	0.2028	Valid
Y.8	0,775	0.2028	Valid

It can be said that every proclamation in the opinion poll is important considering the consequences of the legitimacy test carried out above using SPSS. This is because rcount exceeds rtable. By using the formula df = 94 - 2, the number of respondents obtained by experts is 94, and the resulting number is 92, the review rtable is 0.2028. As a result, it stands to reason that the investigative findings are accepted.

Reliability Test

Quality can be described as an instrument for estimating surveys which is a sign of a component or design, whereas dependability is a tool for estimating polls which is a sign of an unshakable variable. Questionnaires are considered reliable if a person's responses to statements remain consistent or stable over time. If a variable has a Cronbach's alpha greater than 0.60, it is considered reliable. The scientist then obtained the following test results at that time:

Table 7. Reliability Test Results

Variabel	Cronbach's Alpha	N Of Items	Information
Brand Equity	0.914	11	reliabel
Buying Decision	0.918	8	reliabel

The consequence of the unshakable quality test above shows that these two factors, namely the value of a particular brand and purchasing choices, have a very large Alpha coefficient, which is above 0.60, so it can be concluded that all estimation ideas for each variable from the survey can be dependable. Therefore, for the next matter, each of these variable ideas is very feasible to be used as an estimator.

Classic Assumption Test

1. Normality Test

The data normality test aims to determine whether a data set is normally distributed or not. If the data distribution is normal or close to normal, the regression model is good. In this review, the habit test was performed via Kolmogorov-Sirnov > 0.05. The following table displays the normality test results:

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		94
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.85012413
Most Extreme Differences	Absolute	.088
	Positive	.075
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.370[c]

From the table above, in the Importance (Sig.) section, the value is greater than the alpha value of 0.05. This suggests that all factors are normally adjusted and continue to test the nature of more information is reasonable.

2. Partial Test (t-test)

The fractional test, the factual t test, is used to determine whether brand value factors influence consumer purchasing decisions. There is an effect if the estimation results show a critical value (sig) smaller than alpha 0.05. Meanwhile, if the big value (sig) is greater than alpha 0.05, there will be no change. The test results are shown in the table below:

Table 9. Test Results t

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.372	1.987		2.704	.002
	Brand Equity.X	.613	.047	.807	13.089	.000

a. Dependent Variable: Purchase Decision (Y)

Judging from the table above, the form of the relapse condition is:

Y = 5.372 + 0.613X

The arrangement of the results of the simple linear regression equation model is described as follows: 1) The fixed value is 5.372. This shows that the independent variable purchasing decisions has a value of 5.372 if the independent variable management brand equity is zero; 2) The brand equity variable has a regression coefficient of 0.613 which is positive. This has the implication that the value of variable Y has increased by 0.613 due to an expansion in factor X. The coefficient is positive indicating that there is a unidirectional relationship between the brand value variable (X) and the purchase choice variable (Y). This means that the better the brand value, the purchase choice will increase.

3. Determination Coefficient Test (R^2)

The guarantee coefficient in this study uses Changed R Square (R^2) to find out how much the brand value level variable adds to customer purchasing choices for Telkomsel Circle items in Kendari City. The following table displays the test results:

Table 10. Determination Coefficient Test Results (R^2)

Model Sumarryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.647	3.87099

a. Predictors: (Constant), Brand Equity X

Based on the table above, it is known that the R Square value is 0.651 or 65.1%, it is suspected that the brand value variable affects the value of the shopper's purchase choice by 65.1% and the remaining 34.9% is influenced by a variety of different elements. not present in this exam.

4.2 Discussion

Considering the ramifications of examining information with respect to investigating the impact of brand value on buyers' purchasing choices. From the results of the tested legitimacy test, it appears that the partitioned poll is valid and solid both in terms of brand

value and purchase choice of buyers. Then, based on the results of the general relapse examination test, a consistent value of 5,372 was obtained by the researchers after processing the data using computerized SPSS. This is not the same as testing speculation between brand value and buyer's purchase choice which has a positive and critical relationship to Telkomsel Circle items. This is indicated by the tcount of 13.089 which is greater than the ttable of 1.661 and is considered significant at 0.000 or less than 0.05. After that, both Ho and Ha hypothesis formulations are accepted. From the results of testing the guarantee coefficient (R²) shows an R Square value of 0.651, the magnitude of this value can be assumed that the autonomous variable (brand value) has an effect on the dependent variable (customer purchasing choice) of 65.1%. while the remaining 34.9% is influenced by other elements not analyzed in this review. Kholil Ansor and Nazaruddin (2013), who found that the test results showed that the dimensions of brand equity as a whole could influence customer decisions to buy products with a value of 66.3% or 33.7%, agreed with the findings of this study. result of different elements.

In addition, the findings of this study are in line with the findings of Annisa Yasya Zhafira and Indira Rachmawati (2020) who looked at how brand equity influences people's decisions to buy Samsung smartphones in Bandung. From these results it tends to be seen that the tcount = 7.875 with a large value of 0.000 <0.05, so at that time the factors X1, X2, X3, and X4 simultaneously affect the Y variable so that the independent factors simultaneously affect the dependent variable.

The findings of this study are also in line with the opinion of Anwar Saidy Siagian (2015) who found that the results of data processing showed that tcount > ttable (3.998 > 1.660) or produced a significant value of 0.000 0.05, rejected the null hypothesis, and accepted the alternative hypothesis, indicating that the variable brand equity affects purchasing decisions.

5. Conclusion

This study shows that brand equity has a beneficial effect, with a significant probability value of 0.000 0.05 and tcount (13.089) is greater than ttable (1.661). This shows that clients in Kendari City who buy Telkomsel circle goods are influenced by brand value. The R square value of 0.651 shows this, indicating that brand equity has an impact of 65.1% on consumer purchasing decisions and other factors not tested by researchers have an impact of 34.9%. The research instrument is a questionnaire. Given the reactions and understanding of buyers, these findings suggest that brand value adoption is beneficial. Thus affecting the choice of products among Telkomsel in Kendari City.

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