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The Influence of Social Media Contribution, Brand Ambassador, Service Quality, Consumer Trust, And Brand Image on Purchase Decisions for Telkomsel Operator Services

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Abstract

Objective: This research aims to see the influence of the contribution of social media, brand ambassadors, service quality, consumer trust and brand image together on purchasing decisions among PGRI West Sumatra Economics students.
Design/Methods/Approach: This research uses a quantitative type of research. The population in this study were all Economic Education Students Class of 2022 at PGRI University, West Sumatra. Data analysis techniques used in this research are Descriptive Analysis, Inductive Analysis, Multiple Linear Regression Analysis, Determination Analysis (R^2), Hypothesis Testing.
Findings: Based on the data analysis results, the following conclusions can be drawn: 1) Social Media has a positive and significant effect on Purchase Decision, with a coefficient value of 0.181. 2) Brand Ambassador does not have a significant effect on Purchase Decision, with a coefficient value of 0.044. 3) Service Quality does not have a significant effect on Purchase Decision, with a coefficient value of 0.272. 4) Consumer Trust has a positive and significant effect on Purchase Decision, with a coefficient value of 0.222. 5) Brand Image does not have a significant effect on Purchase Decision, with a coefficient value of 0.074. 6) Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image together have an effect on Purchase Decision, where F-count (6.090) > F-table (2.317), with a coefficient of determination (R2) value of 0.255. This means that Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image influence Purchase Decision by 25.50%, with the remaining 74.50%.
Originality/Value: This study employs model feasibility tests, namely the Maximum Likelihood Test and the Ramsey RESET Test. These tests aim to identify the model parameters that are most likely to generate the observed data and to assess whether the regression model used is correctly specified or suffers from specification errors.
Practical/Policy implication: This research is beneficial for understanding the influence of Social Media, Brand Ambassadors, Service Quality, Consumer Trust, and Brand Image on the Purchase Decision of Telkomsel Operator Services. Additionally, it provides insights into the theory of Purchase Decision and the factors that influence it.

Key Words: *social media, brand ambassador, service quality, consumer trust, image, purchasing decisions.*

JEL Classification: M42, M48 [author should add 1-3 JEL classification number, information guide for the Journal of Economics Literature (JEL) can be found at https://www.aeaweb.org/jel/guide/jel.php]

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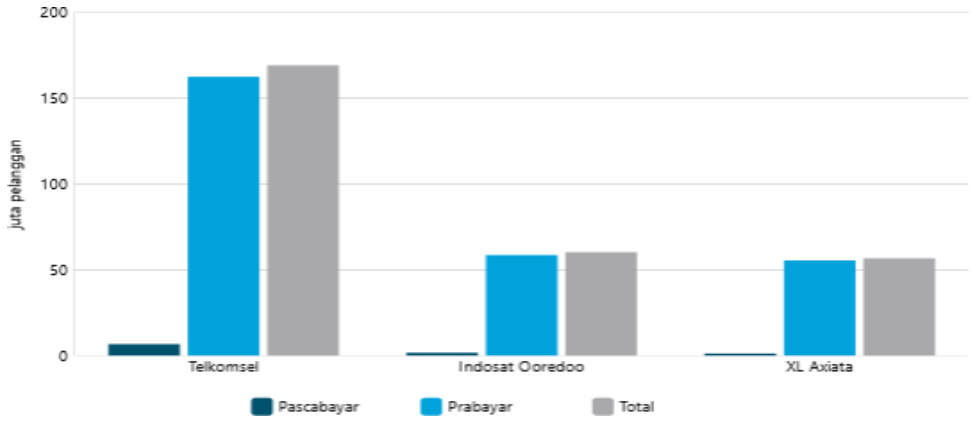
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Introduction

As time progresses, the internet has become one of the essential needs that support various aspects of society, including communication, business, education, entertainment, and other activities. In today's digital era, competition in the telecommunications industry is becoming increasingly intense. Mobile operators are competing to attract consumers' attention through various marketing strategies, including social media engagement, brand ambassador endorsements, service quality improvements, and building strong consumer trust and brand image. As one of the largest operators in Indonesia, Telkomsel faces challenges in maintaining customer loyalty and attracting new users amid the fierce competition from other operators.

Social media has become an effective marketing tool for telecommunications companies to reach consumers. Through platforms like Instagram, Twitter, and TikTok, Telkomsel promotes its products and services using various digital marketing strategies. However, the extent to which social media contributes to consumer purchasing decisions remains unclear. Moreover, the use of brand ambassadors has become a popular strategy to enhance brand appeal. Telkomsel has collaborated with public figures and influencers to strengthen its brand image. However, the effectiveness of this strategy in building trust and influencing purchasing decisions remains an interesting subject for research. On the other hand, service quality is a crucial factor in customer satisfaction. Although Telkomsel is known for its extensive and stable network, many consumers still consider factors such as pricing, customer service, and internet speed when choosing a mobile operator. If the provided service quality does not meet customer expectations, the likelihood of consumers switching to competitors increases. Consumer trust also plays a key role in purchasing decisions. Consumers tend to choose operators that are perceived as reliable, secure, and consistent in delivering the best service. This trust is closely linked to brand image, which companies strive to build. As a market leader, Telkomsel has a strong brand image, but in today's digital landscape, continuous efforts are required to reinforce its position against competitors that are becoming increasingly aggressive in their marketing strategies. Based on these phenomena, this study aims to analyze the extent to which social media contributions, brand ambassador influence, service quality, consumer trust, and brand image affect the purchasing decisions of Telkomsel's services. The findings of this research are expected to provide insights for Telkomsel in formulating more effective marketing strategies to retain and expand its market share.

Mobile operators have taken advantage of this opportunity and continue to expand their businesses. Currently, Indonesia has three major mobile operators: PT. Hutchison 3 Indonesia (Tri), PT. XL Axiata (XL), and PT. Telekomunikasi Selular (Telkomsel). Below is the data on the number of subscribers for these three major operators in Indonesia.



Source : https://databoks.katadata.co.id/datapublish/2021/09/22/telkomsel-jadi-operator-seluler-dengan-pelanggan-terbanyak-di-indonesia

Figure 1. Number of Subscribers of the Three Largest Mobile Operators in Indonesia (June 2021)

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From the data above, Telkomsel had 162.48 million prepaid subscribers and 6.72 million postpaid subscribers, bringing the total number of Telkomsel subscribers to 169.2 million as of June 2021. The number of consumers of a product can indicate its popularity and market acceptance. As we know, people tend to be influenced by the behavior and preferences of those around them. If they see many others choosing a particular product, they may be inclined to follow suit in purchasing it to feel included in the group or to fulfill social needs. This is supported by external and situational factors. Internal factors include motivation, perception, learning, attitudes, age, occupation, and lifestyle, while external factors provide informational input to consumers through marketing efforts carried out by companies, such as product, price, location, and promotion (Afifah Fathiin, 2018).

These factors play a supporting role in making purchasing decisions. Consumer purchasing decisions are complex and must be analyzed from various perspectives. According to Gamble (2016), these perspectives should address questions such as why, where, when, and how a person makes a decision or determines the purchase of a product (Effendi and Rumnita, 2020).

Many factors can influence consumer purchasing decisions, one of which is the contribution of social media, which affects purchasing decisions. Social media serves as a technology-based network for communication and information sharing via the internet (Alfalisyado and Anggara, 2023). This influence can be observed through the number of followers on one of Telkomsel's SIM card social media accounts.

In addition to social media contributions, the selection of a brand ambassador also plays a role in influencing purchasing decisions. This can be seen in Telkomsel's collaboration with JKT48 as the brand ambassador for its postpaid operator service, which naturally becomes an attraction for consumers in making purchasing decisions. A brand ambassador serves as a promotional tool or medium for marketing a product and as a means to increase sales (Ghadani, Muhar, and Sari, 2022).

Service quality also plays a significant role in influencing purchasing decisions. Optimal service quality reflects a company's ability to meet customer expectations and fulfill their needs (Grandhis, 2022). The quality of services provided by a company not only affects purchasing decisions but also showcases the company's competence and dedication in meeting customer demands. Optimal service creates a positive customer experience, enhances loyalty, and builds a strong brand image.

Consumer trust in Telkomsel's operator services also influences purchasing decisions. Telkomsel offers the Kartu Halo service, allowing consumers to avoid concerns about prepaid credit for a one-month period. This consumer trust in the mobile operator supports purchasing decisions (Restuti and Kurnia, 2022). As shown in Figure 1, Telkomsel has the highest number of subscribers among the three largest mobile operators in Indonesia.

Additionally, brand image serves as a fundamental factor in consumer purchasing decisions, as it shapes consumer perceptions of a product's appeal. A strong brand image is crucial for a brand's sustainability since a brand with a positive image is more likely to be remembered and chosen by consumers when they first encounter it (Lestari and Widjanarko, 2023).

Brand image plays a central role in shaping consumer purchasing decisions. A well-established, positive brand image increases attractiveness, making it easier for consumers to recognize and recall the brand. As a result, such brands often become the primary choice when consumers make purchasing decisions.

Based on observations regarding students' perceptions of these factors, this study aims to provide a deeper understanding of their influence on purchasing decisions. The title "Optimization of Telkomsel's Marketing Strategy: Understanding the Influence of Social Media, Brand Ambassadors, Service Quality, Consumer Trust, and Brand Image on the Purchasing Decisions of Economics Students at PGRI University of West Sumatra" was chosen to reflect the research's objective of gaining insights into the factors influencing the purchasing behavior of economics students at PGRI University of West Sumatra. It also emphasizes the importance of optimized marketing strategies in strengthening brand image and expanding market reach among students.

Literature Review and Hypotheses Development

According to Anggraini (2022:88), purchasing decisions are consumer decisions influenced by various internal and external factors that shape consumer attitudes in processing information and drawing conclusions in the form of responses regarding which product to purchase.

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Furthermore, Sudarsono (2021:410) explains that a purchasing decision is the stage in which consumers evaluate their choices, where the decision tends to lean toward the product they prefer. This decision involves considering alternatives, providing different options that influence consumer behavior.

Indriyani (2020:25) states that social media refers to activities and behaviors within online communities where people gather. Social media can be used as a platform for sharing knowledge, information, and opinions through web-based applications or media.

According to Dwistia (2022:80), social media has a significant influence on teaching and learning activities. In the learning process, teachers can position themselves to connect with students without limitations of distance and space. Additionally, students become more active and independent in their learning activities.

Dita (2024:51) explains that brand ambassadors have an appeal and a positive influence on consumer purchasing decisions while also fostering a good brand image. The presence of a brand ambassador creates a unique impression on consumers, making them more selective in choosing products and enhancing their status by owning products endorsed by the brand ambassador.

Kodariyah (2023:44) states that a brand ambassador is a tool utilized by companies to communicate and connect with the public, with the expectation of increasing sales volume.

Marbun (2022:718) Service quality is a key factor in determining consumer satisfaction. A company is considered good if it can provide products or services that meet customer expectations. Servicequality refers to any activity or benefit provided by one party to another, which is inherently intangible and does not result in ownership of anything.

According to Mardizal (2017:129), service quality is the level of good or bad service provided by a service company in order to satisfy consumers by delivering or offering services that exceed consumer expectations.

Mulyana (2021:188) also argues that consumer trust is a fundamental variable in building long-term expectations in buyer-seller relationships. Consumer trust reflects consumers' positive expectations of a producer's ability to deliver products that meet their satisfaction.

Consumer trust is the consumer's positive expectation of the producer's ability to deliver products that provide satisfaction to the consumer (Mutiara & Wibowo, 2020:11).

Brand imageis thepublic's trust in a product based on prior experiences, including its strengths and weaknesses. Brand imageis one of the key elements that drive customers to purchase a product (Umma, 2023:32).

Meanwhile, Wicaksono (2023:13) defines brand image as the overall impression formed in people's minds about a company. A brand is associated with the business name, product architecture, product variations, traditions, ideologies, and perceptions of communication quality, which are shaped by interactions between employees and clients throughout the purchasing process.

Method

The type of research used in this study is descriptive research with a quantitative approach. This study aims to explain consumer perceptions of the variables being examined, namely consumer satisfaction and service improvement (Nurjanah, 2021).

This research will be conducted at PGRI University of West Sumatra in November 2024. The population in this study consists of all 2022 Economics students at PGRI University of West Sumatra, totaling 95 students. Since the population is less than 100, the researcher will take the entire population as the sample, amounting to 95 respondents. For further details, refer to the following table:

Table 1. Research Population

No	Class	Number of Students (Person)
1	20A	22
2	20B	23
3	20C	26
4	20D	24
Amount		**95**

Source : Researcher's processed results (2025)

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The data collection techniques in this study are intended to obtain relevant, reliable, and accurate data. The data collection methods used in this research include questionnaires and observations. The primary instrument utilized in this study is a questionnaire. This research will employ an open-ended questionnaire method using a Likert scale.

The data analysis techniques used in this study include Descriptive Analysis, Inductive Analysis, Multiple Linear Regression Analysis, Determination Analysis (R^2), and Hypothesis Testing.

Research Instrument Testing

Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to test the hypothesis by examining the influence of independent variables—social media, brand ambassador, service quality, consumer trust, and brand image—on the purchasing decisions of students at PGRI University of West Sumatra. To determine the extent of this influence, regression analysis was performed using IBM SPSS Version 22, as shown in the following table:

Table 2. Regression Coefficient Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	76.573	4.143		18.482	.000
	X1	.181	.042	.440	4.351	.000
	X2	-.044	.046	-.093	-.952	.344
	X3	-.272	.110	-.253	-2.466	.016
	X4	.222	.077	.267	2.883	.005
	X5	.074	.071	.098	1.029	.306

a. Dependent Variable: Y

Source : Output SPSS, 2025

Based on the table above, in the sig. column, it can be seen that the significance value of (X1) is 0.000 > 0.05, which means that the social media variable influences the purchasing decision variable (Y). For (X2), the value is 0.344 < 0.05, which means that the Brand Ambassador variable does not influence the purchasing decision variable (Y). The variable (X3) is 0.016 < 0.05, which means that the service quality variable does not influence the purchasing decision variable (Y). The variable (X4) is 0.005 < 0.05, which means that the Consumer Trust variable influences the purchasing decision variable (Y), and the value (X5) is 0.306 < 0.05, which means that the brand image variable does not influence the purchasing decision variable (Y).

In the coefficients table, in the B column, the constant (a) is 76.573. The value of social media (b1) is 0.181, the value of Brand Ambassador (b2) is -0.044, the value of service quality (b3) is -0.272, the value of Consumer Trust (b4) is 0.222, and the value of brand image (b5) is 0.074, so the regression equation can be written as:

Y = a + b1X1 + b2X2 + b3x3+ b4X4 + b5X5

Y=76,573+0,181X1+-0,044X2+-0,272X3+0,222X4+0,074X5

The regression equation has the following meanings:

a. The constant of 76.573 means that when the values of social media (X1), Brand Ambassador (X2), service quality (X3), Consumer Trust (X4), and Brand Image (X5) are 0 (zero), the influence on purchasing decisions of students at University PGRI West Sumatra is 76.573.
b. The regression coefficient for X1 is 0.181, meaning that when social media is increased by 1 unit, it will increase purchasing decisions (Y) by 0.181 units.

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c. The regression coefficient for X2 is -0.044, meaning that when the Brand Ambassador variable is increased by 1 unit, it will increase purchasing decisions (Y) by 0.044 units.
d. The regression coefficient for X3 is -0.272, meaning that when service quality is increased by 1 unit, it will increase purchasing decisions (Y) by 0.272 units.
e. The regression coefficient for X4 is 0.222, meaning that when Consumer Trust is increased by 1 unit, it will increase purchasing decisions (Y) by 0.222 units.
f. The regression coefficient for X5 is 0.074, meaning that when brand image is increased by 1 unit, it will increase purchasing decisions (Y) by 0.074 units.

t-Test (Partial Test)

The t-test is a test that shows the influence of a single independent variable on the dependent variable. The t-test can also be used to test hypotheses in research. If the significance value is >0.05, then the hypothesis is rejected, and if the significance value is <0.05, then the hypothesis is accepted. Below is the analysis of the t-values resulting from data processing using the SPSS IBM 22 program.

Table 3. Analysis of t-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	76.573	4.143		18.482	.000
	X1	.181	.042	.440	4.351	.000
	X2	-.044	.046	-.093	-.952	.344
	X3	-.272	.110	-.253	-2.466	.016
	X4	.222	.077	.267	2.883	.005
	X5	.074	.071	.098	1.029	.306

a. Dependent Variable: Y
Source: Output SPSS, 2025

Based on the table, it can be seen that:
a. The regression analysis result for the social media variable (X1) obtained a t-value of 4.351 and > t-table 1.984 with a significance level of 0.000 < α 0.05. It is concluded that hypothesis 1 (H1) is accepted, meaning that the social media variable has a positive and significant effect on purchasing decisions (Y).
b. The regression analysis result for the Brand Ambassador variable (X2) obtained a t-value of 0.952 and < t-table 1.984 with a significance level of 0.344 > α 0.05. It is concluded that hypothesis 1 (H1) is rejected, meaning that the Brand Ambassador variable does not significantly influence purchasing decisions (Y).
c. The regression analysis result for the service quality variable (X3) obtained a t-value of 2.446 and > t-table 1.984 with a significance level of 0.016 < α 0.05. It is concluded that hypothesis 1 (H1) is rejected, meaning that the service quality variable has a positive and significant effect on purchasing decisions (Y).
d. The regression analysis result for the Consumer Trust variable (X4) obtained a t-value of 2.883 and t-table > 1.984 with a significance level of α 0.005 < α 0.05. It is concluded that hypothesis 1 (H1) is accepted, meaning that the Consumer Trust variable has a positive and significant effect on Purchasing Decisions (Y).
e. The regression analysis result for the Brand Image variable (X5) obtained a t-value of 1.029 and t-table < 1.984 with a significance level of 0.306 > α 0.05. It is concluded that hypothesis 1 (H1) is rejected, meaning that the Brand Image variable does not significantly influence Purchasing Decisions (Y).

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F Test (Simultaneous Test)

Simultaneous Influence Test (F Test) the simultaneous influence test is used to determine whether independent variables simultaneously affect the dependent variable. In this study, it examines whether Social Media in learning (X1), Brand Ambassador (X2), Service Quality (X3), Consumer Trust (X4), and Brand Image (X5) collectively influence Purchasing Decisions (Y). The following is the analysis of the F-value results processed using SPSS IBM 22:

Table 4. F Test Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.414	5	58.683	6.090	.000[b]
	Residual	857.576	89	9.636		
	Total	1150.989	94			

a. Dependent Variable: Y
b. Predictors: (Constant), X5, X4, X2, X1, X3
Source : Output SPSS, 2025

Based on the table above, it can be seen that the F test value is 6.090 and is significant at 0.000. Since the significance value of 0.000 is < 0.05, it means that the independent variables—social media (X1), Brand Ambassador (X2), service quality (X3), consumer trust (X4), and brand image (X5)—together influence the purchase decision (Y).

Result and Discussion

Based on the statistical test results obtained, the independent variables—social media (X1), Brand Ambassador (X2), service quality (X3), consumer trust (X4), and brand image (X5)—and the dependent variable, purchase decision (Y), show the influence of each variable and outline the research hypothesis results as follows:

The Influence of Social Media on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results show that the social media variable has a positive and significant effect on the purchase decision of Telkomsel operator services among students at University PGRI West Sumatra, with a coefficient value of 0.181. This value is significant because the calculated t-value is 4.351 > t-table 1.984. This means that if social media increases by one unit, the purchase decision will increase by 0.181 units, assuming other variables remain constant.

Thus, it can be stated that social media influences purchase decisions, with a significance value of 0.000 < 0.05. This indicates a positive and significant relationship between social media and purchase decisions. Social media influences consumers from information search to purchasing behavior (Alfalisyado & Ali Akbar Anggara, 2023). Platforms such as Facebook, Twitter, LinkedIn, YouTube, WhatsApp, Instagram, Tumblr, Pinterest, WeChat, and Google greatly facilitate users in communication, interaction, information searching, and sharing.

The research findings of Dwistia (2022) prove that the greatest influence of social media occurs at the information search and purchase decision stages. Positive reviews on social media have been shown to encourage purchase decisions, while negative reviews can prevent users from making purchases. The impact of social media can create unrealistic expectations and lead to feelings of inadequacy and low self-confidence among teenagers or young people.

The Influence of Brand Ambassador on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results indicate that the Brand Ambassador variable does not significantly influence purchasing decisions of Telkomsel operator services among students at University PGRI West

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Sumatra. With a coefficient value of 0.044, this value is significant because the t-value is 0.952 < t-table 1.984. This means that if social media increases by one unit, the purchase decision will increase by -0.044 units, assuming other variables remain constant. This is in line with previous studies showing that brand ambassadors variable does not significantly influence purchasing decisions (Ghadani, 2022).

Kristian (2021) states that a Brand Ambassador is someone trusted to represent a specific product. Companies use Brand Ambassadors to influence or persuade consumers to use a product. Based on the above, the Brand Ambassador variable has a significant influence on purchasing decisions.

The Influence of Service Quality on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results indicate that the service quality variable has a positive and significant influence on the purchase decision of Telkomsel operator services among students at University PGRI West Sumatra. With a coefficient value of -0.272, this value is significant because the t-value is -2.466 < t-table 1.984. This means that if service quality increases by one unit, the purchase decision will increase by -0.272 units, assuming other variables remain constant.

According to Marbun (2022), service quality is an activity provided by one party to another with a certain relationship and purpose, significantly influencing consumers' purchasing decisions. This study is consistent with the research by Grandhis (2022), which states that service quality has a significant impact on purchasing decisions. Service quality and price are aspects that influence purchase decisions, where excellent service quality and an appropriate price according to benefits encourage purchasing decisions.

The Influence of Consumer Trust on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results indicate that the consumer trust variable has a positive and significant influence on the purchase decision of Telkomsel operator services among students at University PGRI West Sumatra. With a coefficient value of 0.222, this value is significant because the t-value is 2.883 < t-table 1.984. This means that if consumer trust increases by one unit, the purchase decision will increase by 0.222 units, assuming other variables remain constant.

This study aligns with the research conducted by Mulyanan (2021), which shows that consumer trust in online purchasing among students of the Faculty of Economics at University Negeri Gorontalo is relatively good. This means that consumers currently trust online purchases based on respondents' answers to the statement: "I feel that online shopping applications inform both the advantages and disadvantages of each product," with 79.79% falling under the "fairly good" criteria. Consumers also agree that online purchasing is now reliable, as they can see detailed product descriptions, including strengths and weaknesses, helping them decide whether to purchase a product. Consumer trust in mobile operators supports purchasing decisions (Restuti & Kurnia, 2022).

The Influence of Brand Image on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results indicate that the brand image variable does not significantly influence purchasing decisions of Telkomsel operator services among students at University PGRI West Sumatra. With a coefficient value of 0.074, this value is significant because the t-value is 1.029 < t-table 1.984. This means that if brand image increases by one unit, the purchase decision will increase by 0.074 units, assuming other variables remain constant.

It can be concluded that brand image is one of the determining factors in consumer purchasing decisions. A good brand image is also supported by high-quality products. Every company will provide the best offers to attract consumers to use their products, as companies compete to offer the best to their customers. The research conducted by Pradana (2017) is also consistent with this study, explaining that there is an influence between the X variable (brand image) and the Y variable (purchase decision). Based on the coefficient of determination test results, it was found that brand image affects consumer

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purchasing decisions for Dharmabrand pesticide products by 68.7%, with the remainder influenced by other factors.

Brand image also serves as a fundamental reference for consumers in making purchase decisions by evaluating various attractive aspects of a product. Brand image significantly affects a brand's sustainability, as a brand with a positive image will always be remembered and become the primary choice for consumers when they first hear about it (Lestari & Widjanarko, 2023).

The Influence of Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image on Student Purchase Decisions at University PGRI West Sumatra

The hypothesis testing results indicate that the variables Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image have a positive and significant influence on the purchase decision of Telkomsel operator services among students at University PGRI West Sumatra. The F-test value is 6.090 and is significant at 0.000. Since the significance value is 0.000 < 0.05, this means that the independent variables—Social Media (X1), Brand Ambassador (X2), Service Quality (X3), Consumer Trust (X4), and Brand Image (X5)—collectively influence the purchase decision (Y).

Conclusion and Future Direction

Based on the data analysis results, the following conclusions can be drawn: 1) Social Media has a positive and significant effect on Purchase Decision, with a coefficient value of 0.181. This value is significant because t-count (4.351) > t-table (1.984). This means Ha is accepted, Ho is rejected. 2) Brand Ambassador does not have a significant effect on Purchase Decision, with a coefficient value of 0.044. This value is not significant because t-count (0.952) < t-table (1.984), meaning Ho is accepted, Ha is rejected. 3) Service Quality does not have a significant effect on Purchase Decision, with a coefficient value of 0.272. This value is not significant because t-count (2.466) > t-table (1.984), meaning Ho is accepted, Ha is rejected. 4) Consumer Trust has a positive and significant effect on Purchase Decision, with a coefficient value of 0.222. This value is significant because t-count (2.883) > t-table (1.984), meaning Ha is accepted and Ho is rejected. 5) Brand Image does not have a significant effect on Purchase Decision, with a coefficient value of 0.074. This value is not significant because t-count (1.029) < t-table (1.984), meaning Ho is accepted and Ha is rejected. 6) Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image together have an effect on Purchase Decision, where F-count (6.090) > F-table (2.317), with a coefficient of determination (R2) value of 0.255. This means that Social Media, Brand Ambassador, Service Quality, Consumer Trust, and Brand Image influence Purchase Decision by 25.50%, with the remaining 74.50%.

Implication

This research is expected to provide useful information in understanding "The Influence of Social Media Contributions, Brand Ambassador, Service Quality, and Consumer Trust in Shaping Brand Image on Purchase Decisions for Telkomsel Operator Services (Case Study on Economics Students at PGRI University of West Sumatra)."

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