


The Influence Of Marketing Public Relations, Brand Image, And After-Sales Service On The Intention To Reuse Indihome Products In Medan City

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Article Info	ABSTRACT
<p>Keywords: Marketing Public Relations Brand Image After-Sales Service Intention to Reuse</p>	<p>This study examines the influence of Marketing Public Relations, Brand Image, and After-Sales Service on consumer interest in reusing IndiHome products in Medan City. The study employs a quantitative approach with an associative method and involves 96 respondents selected through purposive sampling technique. Multiple linear regression analysis indicates that the three independent variables significantly influence the interest in product reuse. The research findings show that an increase of one unit in marketing public relations by 0.232, brand image by 0.280, and after-sales service by 0.301 respectively increases the interest in reuse. The Adjusted R Square value of 0.644 indicates that 64.4% of the variation in reuse interest can be explained by these three variables. These findings highlight the importance of effective marketing public relations, a strong brand image, and quality after-sales service in enhancing customer retention for IndiHome products. PT. Telkom Indonesia is advised to continuously improve and integrate these strategies to maintain and increase customer loyalty in a competitive market.</p>
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INTRODUCTION

Companies require a process to build a corporate image. The emergence of new companies with similar visions and missions often creates challenges in establishing a competitive landscape (Sunaryo et al., 2023). This makes the role of public relations crucial in building a positive image in the eyes of the public that is increasingly selective in choosing products. Public relations is a management function that supports the establishment of communication channels between the organization and its public, helps management address issues, and leverages changes with healthy and ethical communication techniques (Scriven, 2022). In business activities focusing on marketing, companies often face obstacles in entering the market or experience product rejection due to issues with quality, price, distribution, or promotion. Marketing Public Relations (MPR) is the process of planning, implementing, and evaluating programs that stimulate consumer purchases and

satisfaction through credible communication (Tong & Chan, 2020). Therefore, marketing public relations are essential for restoring and enhancing a product's image in the market. Public relations have thus become a strategic tool for maintaining and improving a company's image in a competitive market. Building and developing a company must be supported by a positive public assessment. Public perception of a brand greatly influences a company's success. A strong and positive brand image is crucial for a company's sustainability and success in a competitive market (Lee & Lee, 2018). A brand image is a consumer's memory scheme about the brand, which includes interpretations of attributes, advantages, uses, and product characteristics (Jain, 2017). PT. Telkom Indonesia, as a state-owned enterprise in the telecommunications network services in Indonesia, provides information services to the public, similar to many other companies. Role of Marketing Public Relations in PT. Telkom is vital in building a company's brand image. PT. Telkom's products, including IndiHome services, are designed to meet the information needs of Indonesia and require strong public relations support to maintain and enhance brand image. Therefore, it is essential for companies to continuously strengthen their brand image from the perspective of consumers.

The combination of effective public relations marketing and after-sales services is crucial for enhancing customer retention (Visnjic & Looy, 2013). After-sales services aim to increase consumer loyalty and satisfaction (Ladokun et al., 2013). PT. Telkom Indonesia has deployed hundreds of technicians across various STOs in Medan City to maintain IndiHome customer loyalty. These technicians are responsible for handling repairs if there are disturbances or damages, as well as installing Internet equipment in potential customers' homes. Thus, PT. Telkom Indonesia technicians are always ready to respond to consumer calls or complaints to maintain consumer trust and satisfaction. Quality service is a significant achievement in customer service and greatly influences customer perceptions of the company. If the service received is unsatisfactory, customers feel disappointed and may switch to competitors.

Research on the influence of marketing public relations, brand image, and after-sales services on the intention to reuse IndiHome products identifies several significant gaps in the existing literature. Although there has been considerable research on the impact of various marketing strategies, such as electronic word of mouth (e-WOM), social media marketing, and promotional videos on brand image and purchase intention, there is still a lack of studies specifically exploring the Indonesian market and telecommunications sector, especially related to the reuse of products such as IndiHome. For example, studies by Tege (2022) and Santoso et al. (2021) discuss the impact of promotional mix and promotional videos on consumer purchasing decisions and brand image but do not directly address aspects of product reuse such as IndiHome. Additionally, Hasibuan et al. (2022) and Masato and Sopiah (2021) highlight brand equity and celebrity endorsers on purchase intention through brand image but do not specifically explore its impact on the intention to reuse products. The same is true for studies by Anisa and Halida (2023) and Febrianti and Hasan (2022), which focus on the effects of brand image and product quality on consumer and

purchasing decisions without touching on the specific context of product reuse, such as IndiHome. Therefore, this study aims to analyze the influence of Marketing Public Relations on users' intention to reuse products, the influence of Brand Image on users' intention to reuse products, and the influence of the After-Sales Service on users' intention to reuse products. The research also investigates how marketing public relations, brand image, and after-sales services influence users' intention to reuse home products in Medan city.

Theoretical Framework

Marketing Public Relations

Marketing Public Relations is a strategic communication process that integrates marketing strategies and public relations to achieve specific organizational goals (Scriven, 2022). This involves combining marketing tactics with a public relations approach to build relationships, enhance credibility, and create goodwill among stakeholders (Rajković et al. 2020). Marketing Public Relations aims to influence consumer behavior, promote products or services, and manage an organization's reputation in the eyes of the public (Tong & Chan, 2020). This integrated approach acknowledges the interconnection between marketing and public relations functions, and leverages it to achieve synergy in communication efforts (McDonald & Harrison, 2002).

Marketing public relations differs from traditional public relations because they focus on achieving marketing goals through targeted communication strategies (Tong & Chan, 2020). While marketing primarily focuses on customers and sales, marketing public relations emphasizes building relationships and managing reputation to create a positive image of the organization among the public (Rajković et al., 2020). By combining marketing techniques with public relations principles, marketing public relations seeks to enhance brand visibility, interact effectively with audiences, and drive consumer loyalty. This integrated approach enables organizations to consistently deliver messages across various channels, ensuring consistency and impact (Scriven, 2022).

Brand Image

Brand image is a fundamental concept in marketing and has been defined in various ways by scholars. Levitt (1960) emphasizes the importance of ensuring that the attributes and benefits of a product or service align with the business definition and meet core consumer needs and desires (Keller, 1993). Dobni and Zinkhan (1990) categorized definitions of brand image into general definitions, symbolism-focused definitions, meaning-focused definitions, personification-focused definitions, and cognitive or psychological element-focused definitions (Nametova & Tolymbek, 2018).

Gökerik et al. (2018) defined brand image as the perception of a brand reflected in the associations stored in consumers' memories, encompassing both rational and emotional perceptions inherent to a particular brand (Cretu & Brodie, 2007). Further elaborating that brand image is the mental picture consumers have of a product or service, including the symbolic meanings associated with its attributes. Parris and Guzmán (2022) challenge the traditional conceptualization of brand image, distinguishing it as an individual perception, while brand reputation represents the overall sum of these perceptions. Unurlu and

Küçükkancabaş (2013) highlighted that brand image and brand personality are integral components of brand loyalty and market position, emphasizing their importance in building strong consumer relationships.

After-Sales Service

After-sales services, an essential component across various industries, encompass a variety of activities aimed at enhancing the value of a product or service to support customers (Chen, 2016). In the automotive industry, after-sales services involve activities that help maintain, enhance, or dispose of vehicles after sale, including services such as car insurance claims, acceptance, consultation, inspection, maintenance, and work-order formulation (Chen, 2016). Additionally, after-sales services extend beyond physical maintenance to include aspects such as installation, application services, training, documentation, spare parts provision, software services, warranties, and telephone support (Özdemir and Asil 2015). This broad definition highlights the comprehensive nature of after-sales services, encompassing both the concrete and abstract support provided to customers.

The significance of after-sales services is emphasized by their role in generating revenue, profits, and competitive advantage for businesses across various industries (Fard & Hosseini, 2015). It is considered a strategic tool that not only enhances customer satisfaction and loyalty but also contributes to increased sales and revenue (Kurata & Nam, 2013). As businesses evolve, the after-sales service function may even be separated into different divisions to focus on maximizing its potential (Laine et al., 2012). This separation reflects the increasing importance of after-sales services as a standalone entity within organizations.

In the context of customer satisfaction and retention, after-sales services play a crucial role in supporting post-purchase customers (Chawla 2022). By offering support services at service centers, such as staff support services, companies can enhance their overall customer experience and build long-term relationships with their clients (Chawla, 2022). This emphasis on post-sales customer support aligns with the broader goals of after-sales services, which are to establish enduring relationships with customers to create mutually beneficial value (Ferrer-Estévez & Chalmeta, 2022).

Furthermore, technological evolution has influenced after-sales services, with IT integration playing a significant role in enhancing service delivery (Özdemir and Asil, 2015). For example, the implementation of online after-sales systems allows companies to address customer issues quickly through digital platforms, demonstrating the adaptation of after-sales services to modern technological advancements (Sun & Wang, 2021). This shift towards digital solutions highlights the dynamic nature of after-sales services and their ability to leverage technology for better customer support.

Intention to Reuse

The intention to reuse refers to the willingness or deliberate tendency of individuals or entities to reuse products, services, or resources for similar or different purposes (Shim et al., 2021). This involves a conscious decision to engage in the reuse of a particular item or

service, indicating a propensity to extend the lifespan or utility of the object in question (Chen et al., 2022). This concept is significant in various contexts, such as sustainability, where it signifies a commitment to waste reduction and promotes resource efficiency through material reuse (Sijtsema et al., 2019). In consumer behavior, intention to reuse plays a crucial role in fostering brand loyalty and maintaining sustainable relationships between customers and businesses (Chen et al., 2022). Additionally, in service evaluations, the intention to reuse serves as a key indicator of the likelihood that individuals will continue interacting with a particular service provider (Chen et al., 2022).

The definition of intention to reuse often involves conscious decision-making and future-oriented behavior, in which individuals actively consider the possibility of reusing products or services (Shim et al., 2021). This proactive perspective emphasizes the proactive nature of the intention to reuse, highlighting the intentionality and purpose behind the decision to engage in reuse (Shim et al., 2021). Furthermore, intention to reuse is closely related to the concepts of sustainability and circular economy, emphasizing the importance of extending the lifespan of products and materials through reuse and resource optimization (Sijtsema et al., 2019). By combining elements of intentionality and conscious choice, the definition of intention to reuse underscores the active role played by individuals and organizations in promoting sustainable practices and reducing environmental impacts through reuse promotion (Sijtsema et al., 2019).

In the context of user satisfaction and service evaluation, intention to reuse is a critical component in determining the likelihood of individuals continuing to use a particular service or product (Ibrahim, 2023). This definition emphasizes the role of intentionality in shaping future behavior and decisions, highlighting the significance of individuals' inclination to re-engage with service providers or products (Ibrahim, 2023). Furthermore, in the domain of corporate social responsibility (CSR), the intention to reuse reflects a commitment to sustainable practices and environmental stewardship, as organizations strive to promote reuse as a means of reducing waste and minimizing environmental impact (Shim et al., 2021). This definition aligns with the broader goals of CSR initiatives, aimed at fostering responsible business practices and promoting environmental sustainability (Shim et al. 2021).

The concept of intention to reuse extends beyond individual behavior to encompass broader organizational practices and industry norms (Rothenberger et al., 2003). In software engineering and component-based development, intention to reuse refers to a systematic approach to leveraging existing components, code snippets, and design artifacts to enhance the productivity and efficiency of software development processes (Rothenberger et al., 2003).

Hypotheses

As for the proposed hypotheses in this study:

H1: Marketing Public Relations significantly influences Intention to Reuse.

H2: Brand Image significantly influences Intention to Reuse.

H3: After-sales Service significantly influences Intention to Reuse.

H4: Marketing Public Relations, Brand Image, and After-sales Service together significantly influence Intention to Reuse.

METHODS

The research was a quantitative study using an associative approach. This study was conducted between January and March 2024. The population consisted of Indian users in Medan City. The total population size of consumers using Indihome in Medan City has never been measured; therefore, the exact total population size is not known. To determine the sample, the researcher used a purposive sampling technique, which means that, to become a sample, a member of the population must meet certain predetermined criteria (Sugiono, 2019). The sample criteria set by the researcher include Indihome users in Medan City, aged at least 17 years, and currently using Indihome products. The researcher determined that the sample size was unknown; therefore, the researcher assumed that the population size was very large, so the sample was determined using the Purba formula (Andriansyah et al, 202), which is:

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = 96,04$$

Based on the formula, the researcher will use a sample size of 96 respondents. However, the researcher has decided to round it up to 96 respondents to simplify the calculation.

Table 1. Research Indicators

Variabel	Indikator	Code	Indicator
Marketing	Publication	MPR01	Kotler
Public relation	Media Identity	MPR02	dan Keller
	Events	MPR03	(2007);
	News	MPR04	Noviani & Prisanto
	Public	MPR05	(2018);
	Sponsorship	MPR06	Puspita, (2019)
	Brand Image	Has a positive image in society.	BI01
	Has a social contribution to society.	BI02	
	Provides better services than others.	BI03	
	Has a good reputation for service.	BI04	
AfterSelling	Warranty	AS01	Pardede <i>et al.</i> , (2023)
	Provision of Accessories	AS02	
	Maintenance and Repair	AS03	

Variabel	Indikator	Code	Indicator
Intention to Reuse	Services		
	Facilities and Amenities	AS04	
	Transactional Interest	RI01	Purba et al., (2020)
	Referential Interest	RI02	Ramadhani & Siregar (2022)
	Preferential Interest	RI03	
	Exploratory Interest	RI04	

The hypothesized relationships in this study were analyzed through multiple linear regression modeling. The data analysis application used was SPSS version 25.0, to conduct Instrument Testing, consisting of validity and reliability tests, and hypothesis testing.

RESULTS AND DISCUSSION

Demographic Details of Respondents

Table 2 provides an overview of the demographics and characteristics of domestic product users in Medan. The majority of respondents were male (64.58%) and aged 21-29 years (50.00%). The highest level of education was high school (41.67%), with the dominant occupation being that of private employees (45.83%). The highest income range was between Rp. 2,000,000 - Rp. 4,000,000 (46.88%). Most respondents had been using Indihome products for 2-4 years (36.46%). These data help to understand the influence of marketing public relations, brand image, and after-sales services on the intention to reuse Indihome products.

Table 2. Socio-demographics

Variabel	Item	Jumlah	Percentase
Gender	Male	62	64,58
	Female	34	35,42
Age	< 20 Years	8	8,33
	21 - 29 Years	48	50,00
	30 - 39 Years	29	30,21
	> 39 Years	11	11,46
Education	High School	40	41,67
	Diploma	36	37,50
	Bachelor's Degree	20	20,83
Occupation	Student	8	8,33
	Civil Servant	19	19,79
	Private Employee	44	45,83
	Entrepreneur	25	26,04
Income	< Rp. 1,000,000	14	14,58
	Rp. 1,000,000 - Rp. 2,000,000	19	19,79
	Rp. 2,000,000 - Rp. 4,000,000	45	46,88
	Rp. 4,000,000 - Rp. 5,000,000	15	15,63

Variabel	Item	Jumlah	Percentase
Duration of Usage	Rp. 5,000,000	14	14,58
	< 1 Year	26	27,08
	1 - 2 Years	30	31,25
	2 - 4 Years	35	36,46
	5 Years	5	5,21

Instrument Testing

A questionnaire is considered valid if the questions are able to reveal something that will be measured by the questionnaire (Ghozali, 2018:51). Validity indicates the degree of accuracy between the actual data occurring in the object and data collected by the researcher. If the value of $r\text{-count} \geq r\text{-table}$ and is positive, the statement is considered valid (Ghozali, 2013). In this study, the $r\text{-table}$ value is 0.2006. Table 3 shows that the $r\text{-count}$ value of each indicator was greater than the $r\text{-table}$ value.

Reliability testing of a measurement indicates the extent to which the measurement is unbiased (error-free) and, therefore, ensures consistent measurement over time and across various items in the instrument. According to Ghozali (2018:45), reliability is a tool for measuring a questionnaire, which is an indicator of a variable or construct. If the Cronbach's alpha (CA) value is > 0.60 , then the instrument is considered to have good and reliable reliability; conversely, if the alpha value is < 0.60 , then the instrument is unreliable. In Table 3, the Cronbach's alpha values for the variables examined are above 0.6.

Table 3. Instrument Testing

Variabel	Item	R hitung	CA
Marketing Public relation	MPR01	0,604	0,681
	MPR02	0,557	
	MPR03	0,675	
	MPR04	0,661	
	MPR05	0,670	
	MPR06	0,547	
Brand Image	BI01	0,678	0,627
	BI02	0,642	
	BI03	0,718	
	BI04	0,726	
AfterSelling	AS01	0,660	0,731
	AS02	0,778	
	AS03	0,783	
	AS04	0,754	
Intention to Reuse	RI01	0,630	0,641
	RI02	0,709	
	RI03	0,724	
	RI04	0,715	

Multiple Linear Regression Analysis

Multiple linear regression analysis shows that the variables Marketing Public Relation, Brand Image, and After Sales Service have a positive influence on the Intention to Reuse Indihome products.

Table 4. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,400	1,258		1,112	,269
Marketing public relation	,232	,066	,316	3,492	,001
Brand image	,280	,103	,252	2,723	,008
Afterselling	,301	,092	,337	3,255	,002

a. Dependent Variable: Intention to Reuse

Based on Table 4, the regression equation generated is:

$$\text{Intention to Reuse} = 1.400 + 0.232 \text{ Marketing Public Relation (X1)} + 0.280 \text{ Brand Image (X2)} + 0.301 \text{ After Sales Service (X3)} + e$$

Based on the above equation, it can be explained that each increase of one unit in marketing public relations will increase the Intention to Reuse by 0.232 units; each increase of one unit in Brand Image will increase the Intention to Reuse by 0.280 units, and each increase of one unit in After Sales Service will increase the Intention to Reuse by 0.301 units. The constant 1.400 indicates the value of the Intention to Reuse when all the independent variables are zero. These results emphasize the importance of these three factors in increasing consumer interest in reusing home products in Medan.

The results of testing in Table 4 for partial testing for the variable Marketing Public Relation on Intention to Reuse obtained a t-count value of 3.067 > 1.986 with a value of 0.001 < 0.05; thus, hypothesis 1 is accepted. Meanwhile, for the variable Brand Image on Intention to Reuse, a t-count value of 2.723 > 1.986, with a value of 0.008 < 0.05, was obtained, so Hypothesis 2 is accepted. Meanwhile, for the variable After Sales Service on Intention to Reuse, a t-count value of 3.255 > 1.986 with a value of 0.002 < 0.05 was obtained, so hypothesis 3 is accepted.

Table 5. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	222,154	3	74,051	58,326	,000b
Residual	116,804	92	1,270		
Total	338,958	95			

a. Dependent Variable: Intention to Reuse

b. Predictors: (Constant), Afterselling, Marketing Public Relation, Brand Image

In the data processing output in Table 5, it can be seen that the obtained F-count value is 58.326, which means that the F-count value is greater than the F-table value,

namely $58.326 > 2.70$ or based on the sig. value, namely $0.000 < 0.05$. Thus, Hypothesis 4 is accepted.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810a	,655	,644	1,12677

a. Predictors: (Constant), Afterselling, Marketing Public Relation, Brand Image

b. Dependent Variable: Intention to Reuse

According to Table 6, the variable intention to reuse has an R-value of 0.810, indicating that the independent variables have a strong relationship. The adjusted R Square value in this study is 0.644, indicating that the independent variables in this study affect the variance of intention to reuse by 64.4%, while the remaining 35.6% is influenced by variables not discussed in this study.

Discussion

The findings of this study indicate that marketing public relations, brand image, and after-sales services significantly influence consumers' intention to reuse IndiHome products in Medan City. Based on a multiple linear regression analysis, it was found that all three variables contribute positively to increasing the intention to reuse IndiHome products. Specifically, every one-unit increase in Marketing Public Relations by 0.232, Brand Image by 0.280, and After-Sales Service by 0.301 increases the intention to reuse.

Marketing Public Relations is proven to have a significant influence on reuse intention, as evidenced by the t-value of 3.067, which is greater than the t-table value of 1.986 with a significance value of $0.001 < 0.05$. This indicates that effective Marketing Public Relations strategies can build good relationships with consumers and enhance a company's positive image, ultimately encouraging consumers to continue using the product. Strategic communication approach undertaken by PT. Telkom Indonesia through Marketing Public Relations, has successfully and positively influenced consumer perceptions, as reflected in the intention to continue using the IndiHome service. This study is also consistent with the research conducted by Noviani and Prisanto (2018), who found a significant influence of marketing public relations on consumer loyalty. Brand Image also plays a crucial role in influencing the intention to reuse a product. The results show a t-value of 2.723 with a significance value of 0.008, indicating that a strong and positive brand image is a key factor in maintaining consumer loyalty. PT. Telkom Indonesia has successfully created a positive perception in consumer minds through various branding strategies, including product attributes and benefits that align with consumer expectations. A good brand image not only helps attract new customers but also ensures that existing customers remain loyal. This study is also consistent with the research conducted by Purwanti (2022), who found a positive and significant influence of brand image on consumer purchase intention. After-Sales Service had the greatest influence on the intention to reuse IndiHome products, with a t-value of 3.255 and a significance value of 0.002. This finding indicates that the quality of after-sales services is crucial for maintaining customer satisfaction and loyalty. PT. Telkom

Indonesia's efforts to provide responsive and high-quality after-sales services, such as having technicians readily available to address complaints and repairs, have successfully increased consumers' trust. Good after-sales services not only strengthen relationships with consumers, but also ensure that consumer needs are always met, encouraging them to continue using the product. This study is also consistent with the research conducted by Noeryakin (2022), who found a positive and significant influence of after-sales services on consumer purchase intention. Overall, this study confirms that the combination of Marketing Public Relations, brand image, and after-sales services significantly contributes to consumers' interest in reusing IndiHome products. The regression analysis shows an adjusted R Square value of 0.644, meaning that 64.4% of the variation in reuse intention can be explained by these three variables, while the rest is influenced by other factors not discussed in this study. This emphasizes the importance of continually improving and integrating Marketing Public Relations strategies, building a strong brand image, and providing excellent after-sales services to maintain and enhance customer loyalty in competitive markets.

CONCLUSION

The conclusion of this study indicates that marketing public relations, brand image, and after-sales services have a significant influence on consumers' intention to reuse IndiHome products in Medan City. The multiple linear regression analysis reveals that all three variables positively contribute to increasing the intention to reuse IndiHome products, with the largest contribution coming from after-sales services. Effective marketing public relations strategies have proven capable of building good relationships with consumers and enhancing a company's positive image, whereas a strong brand image successfully maintains consumer loyalty. Responsive and high-quality after-sales services are crucial for maintaining customer satisfaction and trust, ultimately encouraging the continued use of home products. This study underscores the importance of integrating marketing public relations strategies, building a strong brand image, and providing excellent after-sales services to maintain and enhance customer loyalty in competitive markets.

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