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THE EFFECT OF VISUAL APPEAL , ASKING PRICE , USER EXPERIENCE , AND BRAND ADVOCACY ON USER SATISFACTION OF MYIM3 MOBILE APPLICATION (STUDY ON STUDENTS OF MALIKUSSALEH UNIVERSITY)

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Abstract

This study examined the influence of visual appeal, asking price, user experience, and brand advocacy on user satisfaction among students at Malikussaleh University in Lhokseumawe who use the MyIM3 mobile application. The respondents were 110 students selected using non-probability and purposive sampling techniques based on specific criteria: age, amount of pocket money, gender, faculty, use of the Indosat mobile operator, and active use of the MyIM3 application. A Google Form was used to gather data, and SPSS version 22 was used for analysis. The results indicate that visual appeal, user experience, and brand advocacy positively and significantly affected user satisfaction. These findings suggest that an attractive interface, ease of use, and peer recommendations are key factors in enhancing student satisfaction with the application. In contrast, asking price does not significantly affect user satisfaction. Based on these findings, it is recommended that Indosat prioritize improving the visual design of the application, ensuring a clean user interface and a stable system to minimize technical issues such as bugs and errors. Although pricing was not a significant factor in this study, offering attractive price promotions may still be beneficial. Continuous evaluation and development of the application are essential to maintain and enhance user satisfaction. This study highlights the importance of application quality and user-centered design in promoting satisfaction among student users.

Keywords : ***Visual Appeal, Asking Price, User Experience, Brand Advocacy, User Satisfaction.***

INTRODUCTION

People's lives have changed dramatically as a result of information and communication technology development. behavior patterns in the digital era. Indonesia, as one of the most populous countries in the world, has recorded a significant growth in the population of internet users. According to the Digital 2023 report by We Are Social and Meltwater, In January 2023, there were 212.9 million internet users in Indonesia, or almost 77% of the country's total population. (Rizaldy & Agustiansyah, 2023). This indicates that digitalization has become an integral part of people's lives, including the consumption of mobile telecommunications services. Indosat Ooredoo Hutchison (IOH), through its IM3 brand, is one of the major mobile operators in Indonesia facing stiff competition from Telkomsel and XL Axiata. Despite offering relatively affordable package prices and digital service features through the MyIM3 app , the company recorded a decline in user numbers from 100.6 million (2022) to 97.2 million in 2023 (Putri, 2023). Meanwhile, the MyIM3 app itself only recorded around 50 million downloads, indicating a significant gap between Indosat card users and users of its digital app. This situation has prompted questions about the factors influencing MyIM3 app user satisfaction and engagement. Various aspects such as visual appeal, price (asking price), user experience , and brand advocacy are important elements worth exploring. Based on initial observations, various user complaints were found regarding the app's interface design, the clarity of package information, and the perception of suboptimal service quality. Several previous studies have also shown varying results. Misbah et al. (2019) stated that visual appeal has a significant influence on satisfaction, while Pangestu (2019) found the opposite. Regarding price, Putri et al.'s (2023) research showed a positive influence on satisfaction, but Prihatma (2020)

showed that price is not always a significant factor. Similar results were found in studies related to user experience and brand advocacy, indicating that the impact can vary depending on the user context and service quality.Against this background, this study aims to examine in more depth the influence of visual appeal, asking price, user experience, and brand advocacy on MyIM3 app user satisfaction, using a case study of Malikussaleh University students. It is anticipated that the findings of this investigation will offer theoretical and practical contributions to the development of digital applications and customer retention strategies in the Indonesian telecommunications industry.

LITERATURE REVIEW

Theoretical basis

According to Adnan, (2021) The art and science of drawing in and keeping consumers through strategic planning is known as marketing management, implementing and supervising or managing an organization's marketing activities to achieve organizational goals effectively and efficiently. In Parboteeah, et al ., (2019) , Visual Appeal or visual appeal is one of the elements that emphasizes the design of a product to attract consumers or customers, to provide a positive and valuable experience for them, so that they will be loyal to the product or service. Asking price is the price or value of a product or service determined by the seller to be offered to buyers or customers. According to Eriswanto & Kartini (2019) , the goal of setting the right price can also provide opportunities for consumers at lower economic levels to be able to enjoy marketed products. User Experience is an experience felt by the user of a system or application that is measured if an application that presents an interface design in an application, makes it easier for users to understand and master the features and navigation in the application, then it can be said that the UX design in the application is satisfactory. According to Deacon, (2020) User Experience is how users feel or experience a product, product development, and when using a product or service on a website.

Brand advocacy is a term for individuals who have been loyal to a brand based on their perceived experiences, who voluntarily promote a brand to others. According to Influencity (2024) , brand advocacy is a popular marketing strategy used by companies and individuals to target, convince, and convert potential customers. Brand advocacy, also known as brand ambassadorship , supports your business through positive word-of-mouth promotion. This can take the form of reviews, recommendations , or sharing unique content that supports your brand. According to (Santoso, 2009; Febriansyah & Bachri., 2022 ; Nazira & Bachri., 2024 ; Bachri, 2016) It is stated that the definition of user satisfaction is feeling satisfied after using the system because of the ease of use of the system. To put it another way, consumers are more implicitly satisfied with a system when they enjoy it. This is related to the opinion of (Khairina & Julianda, 2020) who said that companies must do several things to ensure their customer satisfaction, although maintaining customers is not an easy matter . According to (Adnan & Cand, 2018) the suitability between product performance and consumer demands will form satisfaction for consumers which involves the performance components of the product they purchased and their demands or expectations for that product. Thus, from several theories and opinions above, it can be concluded that user satisfaction is a response from the results of an overall evaluation of something felt while using a service or product in an application.

Research hypothesis

Based on the problem formulation that has been determined above, the temporary hypothesis is:
H1: It is suspected that Visual Appeal has an influence on the satisfaction of MyIm3 Mobile App users.
H2: It is suspected that Asking Price has an effect on the satisfaction of MyIm3 Mobile App users.
H3: It is suspected that User Experience has an influence on MyIm3 Mobile App User Satisfaction
H4: It is suspected that User Brand Advocacy has an influence on MyIm3 Mobile App User Satisfaction .

RESEARCH METHODS

Researchers conducted field research on Jl. Bukit Indah Unimal Campus, Blang Pulo, Muara Satu District, Lhokseumawe City. The object of the research is the MyIm3 Mobile App . The subjects in this study were Malikussaleh University students from the Faculty of Engineering, Faculty of Economics and Business, Faculty of Law, and Faculty of Social and Political Sciences who use the Indosat Ooredoo cellular operator and the MyIm3 Mobile Application . According to research conducted by Hair et.al., (2019) , the minimum sample size should be ten times the number of indicators used. For sample sizes greater than 100 are usually better, but depending on the research background, sample sizes less than 100 are acceptable. As a result, for each calculated parameter, a sample size of at least 5–10 observations is advised. In this study, there are 22 for the number of parameters (18 indicators plus 4 relationships) so, the minimum required sample size is (18 + 4) x 5 = 110 samples. This study uses the

technique sampling, namely Non-probability sampling . One sampling method is non-probability sampling, that doesn't offer opportunity or chance Which The same for every element or member populationFor chosen become sample. Retrieval sample Which used in This research is purposive sampling , purposive sampling is Method taking sample data source with consideration certain characteristics. Data collection techniques in this study included observation, interviews for the initial pre-survey, questionnaires for subjects, and literature studies.

RESULTS AND DISCUSSION

Validity Test Results

Test validity done For measure validity , suitability or whether or not the Respondent's Answers on a questionnaire. According to Ferdinand, (2020) , Basically the word " Valid " contains a synonymous meaning with the word "Good" validity is intended as " to measure what should be measured". A questionnaire is considered valid if the estimated r value is > r table and the significance value is < 0.05. If the calculated r value <r table and the significance value > 0.05 then the questionnaire is said to be invalid. The table below displays the validity test results after comparing the computed r value with the r table:

Table 4.1 1Test Results

Visual Appeal (X1)				
No	**Indicator**	**R table (df= 110-2)=108**	**Pearson Correlation /r count**	**Note**
1	**Statement** 1 2 3 4	0.1874	1 0.717 0.451 0.309	Valid
	Asking Price (X2)			
2	**Statement** 1 2 3 4 5	0,1874	1 0,632 0,604 0,504 0,549	Valid
User Experience (X3)				
3	**Pernyataan** 1 2 3 4 5	0,1874	1 0,619 0,516 0,578	Valid
Brand Advocacy (X4)				
4	**Pernyataan** 1 2 3	0,1874	1 0.522 0.538	Valid
User Satisfaction (Y)				

5	**Statement** 1 2 3 4 5	0.1874	1 0.684 0.661	

It is evident from the validity test results in table 4.10 that all statement items from both the independent and dependent variables have calculated r values that are greater than the table r values, so it can be said that all of them variables statement items from each variable can be said to have valid status.

Reliability Test

According to (Ferdinand, 2019) , a dependability test is a tool or scale used to measure data and the data that is produced is said to be reliable or trustworthy if the variable consistently gives the same results every time a measurement is carried out. testing reliability used Cronbach's alpha method , where a questionnaire is considered reliable if Cronbach's alpha > 0.600, and if Cronbach's value alpha < 0.600, then the questionnaire item is said to be unreliable, according to the results of the questionnaire reliability test in the table below:

Table 4.2 2Test Results

Variables	Cronbach Alpha	N	Note
Visual Appeal (X1)	0.776	4	Realizable
Asking Price (X2)	0.858	5	Realizable
User Experience (X3)	0.853	4	Realizable
Brand Advocacy(X4)	0.820	3	Realizable
User satisfaction (Y)	0.830	3	Reliable

From the results of the reliability test in table 4.11 Based on the statement items in each variable, based on the criteria for determining the test results, the Cronbach alpha value for all variables has a value > 0.600, so the statement items as a whole can be said to be reliable.

Normality Test

Wijayanti, (2021) argues that , according to the normality test, the independent variable's data must be regularly distributed. The One Sample Kolmogorov Smirnov test is a statistical test that can be used to determine whether the data has a normal distribution or if it is dispersed around the diagonal and follows the diagonal. If the significance value is greater than 5% or 0.05, the test can be used to determine the data normality, or if the histogram diagram shows a normal distribution pattern following a bell shape, the regression model meets the normal assumptions .

Table 4.12 Kolmogorov Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.35248342
Most Extreme Differences	Absolute	.076
	Positive	.070
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.149[c]

a. Test distribution is Normal.

b. Calculated from data.
c. Lilliefors Significance Correction.

Table 4.12's results from the normality test using the Kolmogorov Smirnov method show that the significant value is 0.149. Since the value is more than 0.05 according to the decision-making criterion, it can be said that the questionnaire data is normally distributed.

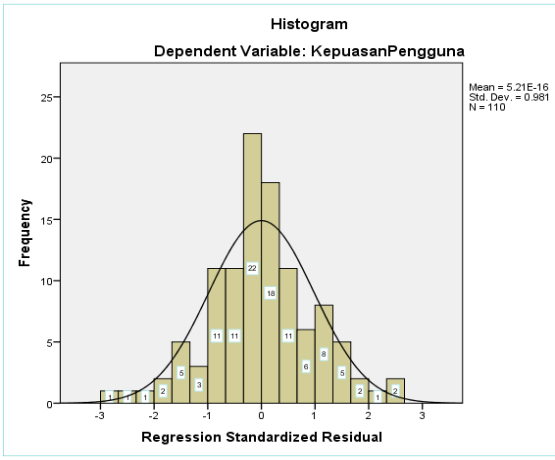


Figure 4.1 1Test with Histogram

Based on Figure 4.1, it can be seen that the graph shows a normal distribution pattern, where the histogram line approaches and resembles a bell shape therefore, it is logical to conclude that the data is normally distributed..

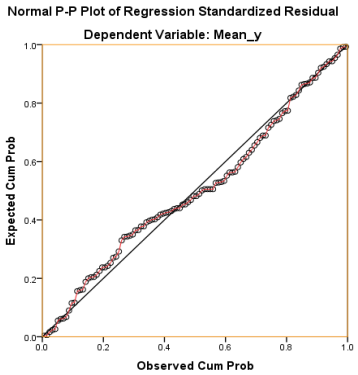
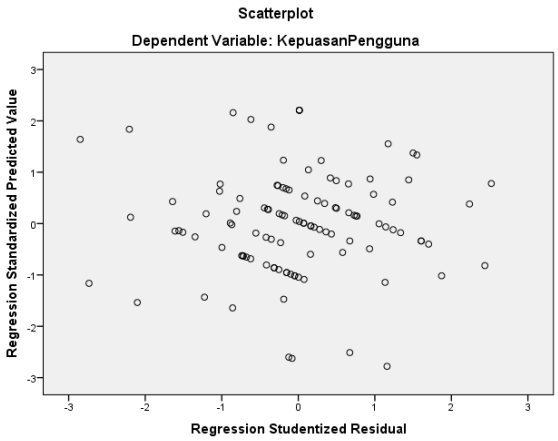


Figure 4.2 2-Plot Normality Test

Based on Figure 4.2, the results of the normality test with P-Plot, it can be seen that the diagram pattern follows or approaches diagonal line, indicating that the data from the questionnaire is likely to be normally distributed.

Heteroscedasticity Test

According to Gunawan, (2020), the heteroscedasticity test aims to test whether the regression model has an inequality of variance from residual one. If the probability number is higher than the value of α = 5%, or the significance value (.>0.05) indicates the absence of heteroscedasticity symptoms. If the probability number is lower than the value of α = 5%, or the significance value (.< 0.05) it means that symptoms of heteroscedasticity occur. From the results of data processing through graphic analysis, it can be interpreted as follows:



Based on the results of the Heteroscedasticity test, in the Scatterplot it can be seen that the points on the plot are spread perfectly and do not form a formation or pattern resembling a shape, so it can be assumed that there are no symptoms of Heteroscedasticity.

Multicollinearity Test

According to Slamet Riyanto, (2020) , To determine if independent or free variables in a regression model are correlated, the Multicollinearity Test is used. If the tolerance value is larger than 0.10 and the VIF value is less than 10.00, multicollinearity does not exist; conversely, if the tolerance value is less than 0.10 and the VIF value is greater than 10.00, multicollinearity exists. Based on the calculation, the tolerance value and VIF value can be seen in the table below:

Table 4.3 3Test Results
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	-.132	.227		-.583	.561		
Visual Appeal X1	.220	.094	.186	2.343	.021	.373	2.679
Asking Price X2	.072	.074	.072	.972	.333	.433	2.310
User Experience X3	.515	.095	.484	5,423	.000	.297	3,370
User Satisfaction X4	.219	.091	.209	2,397	.018	.312	3,208

a. Dependent Variable: Satisfaction Users

Based on the results of the Multicollinearity test, it can be seen that the Tolerance and VIF values of X1 (0.373 and 2.679), X2 (0.433 and 2.310), X3 (0.297 and 3.370), X4 (0.312 and 3.208), where The VIF value is less than 10.00 and the tolerance value is greater than 0.100, so it can be concluded that there is no multicollinearity in the relationship or correlation between the independent and dependent variables.

Multiple Linear Analysis

According to Ferdinand, (2020) , testing the developed hypothesis will be carried out using formula regression analysis. model analysis regression linear multiple in form common are:

$$Y= a+ \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4+e$$

Where:

Y = Variables bound
α = Constant
X_1 = Visual Appeal
X2 = Asking Price
X3 = User Experience
X4 = Brand Advocacy
β_1-β_4 = Regression Coefficient
e = Error

Table 4.4 4of Multiple Linear Analysis

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.132	.227		-.583	.561
	Visual Appeal X1	.220	.094	.186	2.343	.021
	Asking Price X2	.072	.074	.072	.972	.333
	User Experience X3	.515	.095	.484	5,423	.000
	Brand Advocacy X4	.219	.091	.209	2,397	.018
a. Dependent Variable: Satisfaction Users						

In table 4.14, based on the formula, the results of the regression analysis are as follows: Y= -0.132+ 0.220X1 + 0.072X2 + 0.15X3 + 0.219X4

a) From the regression equation, a constant value of -0.132 is obtained. This means that if Visual Appeal, Asking Price, User Experience, and Brand Advocacy have a value of 0, then the user satisfaction variable has a value of -0.132.
b) From the analysis results, the Visual Appeal regression coefficient (0.220) was obtained, meaning that if the Likert Visual Appeal Scale (X1) is increased by 1 score, user satisfaction will increase by 0.220.
c) Asking Price Regression Coefficient (0.072) This means that if the Likert Scale Asking Price (X2) is increased by 1 score, user satisfaction will increase by 0.072.
d) User Experience Regression Coefficient (0.515) This means that if the Likert Scale User Experience (X3) Increased by 1 score , user satisfaction will increase by 0.515.
e) Brand Advocacy Regression Coefficient (0.219) This means that if the Likert Scale Brand Advocacy (X4) Increased by 1 score , user satisfaction will increase by 0.219.

Coefficient of Determination

The multiple determination coefficient (R2) according to Kuncoro, (2019) , is to measure the model's ability to explain the influence of independent variables on dependent variables . The determination coefficient quantitatively explains the extent to which independent variables contribute to dependent variables, where it is expressed as a percentage. A larger percentage indicates that the dependent variable is significantly impacted by the independent variable (X), while the remaining percentage is associated with other independent variables excluded from this investigation . Conversely, a smaller percentage indicates a reduced contribution or influence depending on the dependent variable and the independent variable (X).

Table 4.5 5Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.752	.743	.35913
a. Predictors: (Constant) X4, X2, X1, X3				

From the Coefficient of Determination Table, it can be seen that the adjusted R square value shows how much the independent variables contribute to the dependent variable, which is 0.743 = 74.3%. This means that 74.3% of the user satisfaction variable is influenced by the Visual Appeal, Asking Price, User Experience, and Brand Advocacy variables and the remaining 25.7% is given by variables that are not in this study.

Discussion

a. From the results of the partial hypothesis test, the significance value of Visual Appeal on User Satisfaction is 0.021<0.05, and the $_{\text{calculated t value}}$ of 2.343> 1.98282 , so it can be concluded that there is an influence between the Visual Appeal variable and user satisfaction, so that H1 is accepted.
b. From the results of the partial hypothesis test, the significance value of Asking Price on user satisfaction is 0.333>0.05, and the $_{\text{calculated t value}}$ of 0.972> 1.98282, so it can be concluded that there is no influence between the Asking price variable and user satisfaction, so that H2 is rejected.
c. From the results of the partial hypothesis test, the significance value of User Experience on User Satisfaction is 0.000<0.05, and the $_{\text{calculated t value}}$ of 5.423 > 1.98282, so it can be concluded that there is an influence between the User Experience variable and user satisfaction, so that H3 is accepted.
d. From the results of the partial hypothesis test, the significance value of Brand Advocacy on user satisfaction is 0.018<0.05, and the $_{\text{calculated t value}}$ of 2.397> 1.98282, so it can be concluded that there is an influence between the Brand Advocacy variable and user satisfaction, so that H4 is accepted.

CONCLUSION AND SUGGESTIONS

Conclusion

a. In Hypothesis 1 (H1) in this study which states that there is an influence of Visual Appeal on user satisfaction is accepted, because it can be proven in the T test conducted on the Visual Appeal variable (Visual Attractiveness) which obtained a t-count value > t-table and a significance value of 0.021 < 0.05 so that it can be said that user experience has a positive and significant influence on user satisfaction.
b. In Hypothesis 2 (H2) in this study which states that there is an influence of Asking Price on user satisfaction is accepted, because it can be proven in the T test conducted on the Asking Price variable (Price Offer) which obtained a t-count value < t-table and a significance value of 0.333> 0.05 so that it can be said that Asking Price does not have a positive and insignificant influence on user satisfaction.
c. In Hypothesis 3 (H3) in this study which states that there is an influence of User Experience on user satisfaction is accepted, because it can be proven in the T test conducted on the User Experience variable , obtaining a t-count value > t-table and a significance value of 0.000 < 0.05 so that it can be said that user experience has a positive and significant influence on user satisfaction.
d. In Hypothesis 4 (H4) in this study, which states that there is an influence of Brand Advocacy on user satisfaction, it is accepted, because it can be proven in the T test conducted on the Brand Advocacy variable (Recommending brands) which obtained a t-count value > t-table and a significance value of 0.018 < 0.05, so it can be said that user experience has a positive and significant influence on user satisfaction.

Suggestion

Regarding user satisfaction, researchers recommend that Indosat must continue to ensure visual elements such as smooth transitions between pages and navigation button layouts to improve user comfort and be able to cover user information needs, thereby stimulating user feelings and increasing satisfaction levels. Regarding Asking Price, researchers suggest that Indosat needs to increase price promotions for internet packages that can help users obtain benefits commensurate with the price offered. User Experience , researchers suggest that Indosat needs to optimize the quality of UX design. on the MyIm3 application. This effort can be done by dividing the features that is inside several pages Which grouped based on user needs **.** In addition, Indosat must also ensure quality navigation between

pages and transitions to the next page work well . Brand Advocacy recommends that Indosat continue to strive to improve the user experience . This will hopefully encourage users to personally promote the service to others .

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