

THE INFLUENCE OF PRICE, QUALITY OF SERVICE, AND CUSTOMER SATISFACTION WIFI.ID PURCHASE DECISION "
(CASE STUDY WIFI.ID CORNER TELKOM STO JUANDA BEKASI)

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Abstract - This research aims to determine and analyze the price effect, service quality, and customer satisfaction on buying decisions Wifi.id at Wifi.id Corner Telkom STO Juanda Bekasi.

The data analysis research method used is multiple linear regression analysis and questionnaires as a data collection tool. The population in this research are customers who have used Wifi id at Wifi id Corner. The sample used in this research were 100 customer respondents who has used the Wifi id at the Wifi id Corner.

Based on the results and discussion, it shows that price, service quality, and customer satisfaction partially have a positive and significant effect on buying decisions. The simultaneous test results show that price, service quality and customer satisfaction have a positive and significant effect on buying decisions on the Wifi id service at the Wifi id Corner Telkom STO Juanda Bekasi.

Keywords: Price, Service Quality, Customer Satisfaction, and Purchasing Decisions

Abstrak—Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, kualitas pelayanan, dan kepuasan pelanggan terhadap keputusan pembelian Wifi.id di Wifi.id Corner Telkom STO Juanda Bekasi. Metode penelitian analisis data yang digunakan adalah analisis regresi linier berganda dan kuisioner sebagai alat pengumpulan datanya. Populasi dalam penelitian ini adalah pelanggan yang pernah menggunakan Wifi id di Wifi id Corner. Sampel yang digunakan untuk penelitian ini sebanyak 100 orang responden pada pelanggan yang pernah menggunakan Wifi id di Wifi id Corner.

Berdasarkan hasil dan pembahasan menunjukkan Harga, kualitas pelayanan, dan kepiasan pelanggan secara parsial memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Hasil pengujian secara simultan menunjukkan bahwa harga, kualitas pelayanan dan kepuasan pelanggan memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian pada layanan Wifi id di Wifi id Corner Telkom STO Juanda Bekasi.

Kata kunci : Harga, Kualitas Pelayanan, Kepuasan Pelanggan, dan Keputusan Pembelian

I. PRELIMINARY

Technological advancement is one of the supports for human progress, in many parts of society technology has helped improve the economy, food, computers and education. At first, the fulfillment of information needs was limited, it could be obtained from printed

information media, either newspapers or magazines, and along with its development it could also be obtained through electronic information media, either television or radio. The development of communication technology, initially through correspondence, then developed using coin telephones or landlines, and using mobile phones without cables, which are better known as cellphones. In line with the development of information and communication, nowadays the fulfillment of these needs can be obtained through more modern media, namely by utilizing the development of internet technology.

By looking at Wifi id as an internet service provider, it is considered that there are advantages and disadvantages of the price or internet service according to some people. Competition between other internet services in Indonesia is getting tighter and customers are faced with the advantages of this brand. Companies are required to develop strategies based on innovation in order to increase purchasing power and be able to build customer perceptions of price, quality and service customer satisfaction that bridges purchasing decisions.

Based on the background described above, researchers are interested in conducting research on price perceptions that exist among customers' thoughts about internet services from Wifi id, as well as services provided by Wifi id Corner Telkom STO Juanda Bekasi employees and customer satisfaction about standard internet services such as Wifi id at Telkom Juanda Bekasi.

1.1. Formulation of the problem

In line with the background of the problems above, it can be seen that the main problem faced by Wifi.id Corner Telkom STO Juanda Bekasi is a decrease in the level of sales during 2016-2018. The research problem to be investigated is "How to improve purchasing decisions on Wifi.id Corner Telkom STO Juanda Bekasi services" then the author can put forward the formulation of the problem as follows:

1. Does the price affect the decision to purchase Wifi.id at Wifi.ID Corner Telkom STO Juanda Bekasi?
2. Does the quality of service affect the decision to purchase Wifi.ID at the Wifi.id Corner Telkom STO Juanda Bekasi?
3. Does customer satisfaction affect the decision to purchase Wifi.id at the Wifi.id Corner Telkom STO Juanda Bekasi?
4. Do prices, service quality, and customer satisfaction jointly influence the purchasing decision of Wifi.id at the Wifi.id Corner Telkom STO Juanda Bekasi?

1.2. Research purposes

A research is formed because of certain goals to be achieved, as for the objectives in this study are:

1. This is to determine the effect of price on purchasing decisions *Wifi.id* at Wifi.id Corner Telkom STO Juanda Bekasi.
2. This is to determine the effect of service quality on purchasing decisions *Wifi.id* at Wifi.id Corner Telkom STO Juanda Bekasi.
3. To determine the effect of customer satisfaction on purchasing decisions *Wifi.id* at Wifi.id Corner Telkom STO Juanda Bekasi.
4. To determine the effect of price, service quality, and customer satisfaction together on purchasing decisions *Wifi.id* at Wifi.id Corner Telkom STO Juanda Bekasi.

II. LITERATURE REVIEW

2.1. Marketing

According to Hutama and Subagio (2014: 3) marketing is a series of activities starting from the process of making, communicating, introducing and offering transactions that have value for consumers, clients, partners, and society in general. Although the

definition of marketing varies according to experts, it can be concluded that marketing is a series of goals and objectives, policies and rules that are the direction of the company's marketing efforts in facing the environment and circumstances of competitors that are always different in order to satisfy customer needs. Marketing is an important factor for achieving company success.

2.2. Marketing Mix

Marketing management is classified into four aspects which are often known as the marketing mix. According to Philip Kotler (2012: 101) states that the marketing mix is a set of marketing tools that a company uses to continuously achieve its marketing objectives in the target market. Meanwhile, according to Malau (2017: 10) marketing mix is the integration of planning marketing activities through four components, namely product, price, promotion and distribution which are combined together.

2.3. Price

According to Basu Swastha (2010: 147), it means that the price is an amount of money (plus some items if possible) needed to add a number of combinations of goods and services. According to Buchari Alma (2014: 169) suggests that price is the value of an item expressed in money. According to Zeithaml, Bitner and Gremler in Atmaja and Adiwinata (2013) price is a way for a seller to differentiate his offer from competitors. So that pricing can be considered as part of the function of product differentiation in marketing. Price is also very relative. If a buyer has the opportunity to buy the same goods and services at a lower price, he will

2.4. Service quality

Tjiptono & Chandra (2012: 74-75) in order to create customer satisfaction, the products that the organization offers must be of high quality. The term quality itself contains various interpretations, because quality has a number of universal levels (the same anywhere), cultural (depending on the cultural value system), social (formed by socioeconomic class, ethnic group, family, friends and associates), and personal depending on preferences or each individual's taste). In simple terms, quality can be defined as a defect-free product. In other words, the product conforms to standards (targets, targets or requirements that can be defined, observed and measured).

2.5. Customer satisfaction

Customer satisfaction in the marketing world is a central concept in both theory and practice. Customer satisfaction is one of the best indicators of future profit, therefore companies are competing to create products that can meet customer expectations or expectations. According to Fandy Tjiptono (2012: 146) customer satisfaction is a feeling of happiness or disappointment for someone who arises after comparing perceptions of the performance (results) of a product with expectations. This will be the result that determines the satisfaction or dissatisfaction of a product.

2.6. Buying decision

According to Machfoedz (2013: 44), the purchase decision is a process of appraising and selecting various alternatives according to certain interests by determining an option that is considered the most profitable. The assessment process usually begins with identifying the main problems affecting the objectives, compiling, analyzing, and selecting these alternatives and making the decisions that are considered the best. The final step in the process is an evaluation system to determine the effectiveness of the decisions that have been taken

2.7. Influence between Research Variables

2.7.1. The effect of price on purchasing decisions

Price is an element of the marketing mix that is flexible, which can change at any time according to time and place. Price is the only marketing mix that can provide income or revenue for the company, while the other three elements cause costs. According to Kotler and Armstrong (2013: 42) price is the amount of money charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service. According to the definition above, the policy regarding the price of a temporary nature means that producers must follow the development of market prices and must know the position of the company in the overall market situation.

2.7.2. Effect of service quality on purchasing decisions

According to Tjiptono (2010), service quality is the level of excellence expected and control over that level of excellence is to meet customer desires. Quality is a form of measurement of the value of a service that has been received by consumers and the dynamic conditions of a product or service in meeting consumer expectations. The superior quality of service is expected to be able to influence consumers in repurchasing a product. The better the level of service provided by the company, the increased purchasing decisions at that company.

2.7.3. The effect of customer satisfaction on purchasing decisions

Customer satisfaction is a response to meeting their needs. This means the assessment that a particular form of a good or service itself provides a level of comfort associated with meeting a need, including meeting needs below expectations or meeting needs that exceed customer expectations. And consumers usually always consider in terms of price, the quality of service the company provides to customers. Consumers will experience a level of satisfaction if the goods are obtained according to their needs and desires. Conversely, consumers have dissatisfaction after making a purchase if the goods are not authentic, needs do not match expectations, do not match quality, and so on.

2.8. Hypothesis Development

The hypothesis in this study are:

H1: It is suspected that there is a significant effect price against purchasing decisions.

H2: It is suspected that there is a significant effect of service quality on purchasing decisions.

H3: It is suspected that there is a significant effect of customer satisfaction on purchasing decisions.

H4: It is suspected that there is a simultaneous significant effect of price, service quality and customer satisfaction on purchasing decisions.

2.6. Research Conceptual Framework

The thinking framework is a conceptual model of how theory relates to various factors that have been identified as important problems, then the research framework can be seen in the following figure:

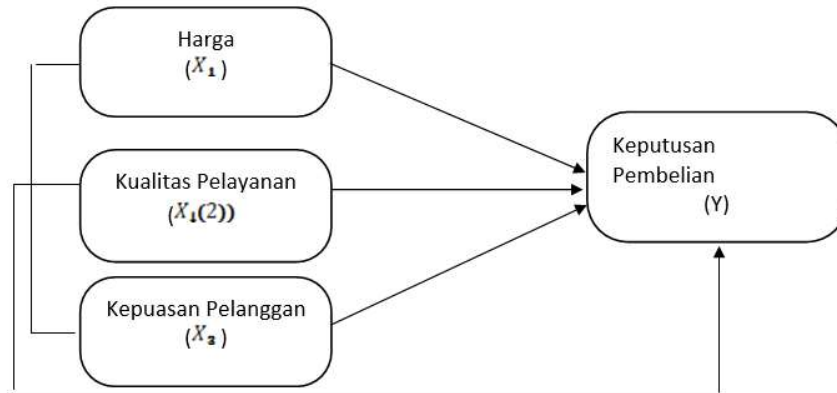


Figure 2.1 conceptual framework

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this research is to use an associative research strategy. Associative strategy is a method in examining an object whose purpose is to determine the influence between two or more variables (symmetrical, casual, and reciprocal relationships). In this study, researchers identified the existence of a causal effect, namely the effect of cause and effect, between the independent variables Price (X1), Service Quality (X2), and Customer Satisfaction (X3) on Purchasing Decisions (Y).

3.2. Population and Sample Research

According to Sugiyono (2011) the definition of population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Further description of the population by Suharsimi Arikunto (2010: 173) states that the population is the entire research subject. If someone wants to research all the elements that exist in the research area, then the research is a population study. The study or research is also called a population study or census study. The population in this study is unknown

The criteria for determining the sample in this study are customers who have used the Wifi id at the Wifi id Corner. Researchers will use 100 respondents. Determination of the number of samples used in this study is determined using the Moe formula as follows, with a large and unknown population size. (Arikunto, 2013: 49)

$$n = \frac{Z^2}{4(Moe)^2} \dots\dots\dots (3.1)$$

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

$$= 96.04 = 96$$

Information:

N = Number of Samples

Z = The level of confidence needed in the sample study is 95%, then Z = 1.96

Moe = Margin of error, which is the maximum tolerable error rate of 10%.

From the calculation results, the sample obtained is 96 respondents. This is because the greater the error rate, the smaller the number of samples needed and vice versa, the smaller the error rate, the greater the number of sample members needed as a data source (Sugiyono, 2016: 24).

3.3. Data Analysis Methods

The method used in this research is quantitative. According to Sugiyono (2018: 15) the quantitative method is a method based on the philosophy of positivism which aims to describe and test the hypothesis made by the researcher. Quantitative research contains many numbers starting from collection, processing, and results that are dominated by numbers.

3.3.1. Method of Processing and Presentation of Data

The data obtained were then processed using the IBM SPSS Version 26.00 software. SPSS software is used to facilitate data processing, so that the results are faster and more precise. Where editing and coding are done. Editing is the first stage in processing data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of respondent's answer. Coding is giving or a certain sign or code to alternative answers of a kind or classifying so that it can facilitate researchers about tabulation.

3.3.2. Research Instrument Test

1. Validity test

The research instrument is in the form of questions that are arranged based on the variables and indicators, in this instrument the respondents can provide a perception of the income that has been distributed by the researcher. According to Sugiyono (2016: 75) the formula used to test the validity of this instrument is the Pearson Product Moment correlation, which is formulated as follows:

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

Information:

- r = Correlation coefficient.
- n = Number of samples (respondents).
- X = Item size obtained by the subject from all items.
- Y = Total item size obtained from all items.

Thus based on the results of r compared to the value of r table with degrees of freedom (n-2). If the value of rcount > critical (0.30), that means the question is said to be valid or accurate. Test the validity of the questionnaire in this study using the help of the Statistical Product and Service Solution (SPSS) program.

2. Reliability Test

The reliability test shows an understanding that an instrument is reliable enough to be used as a data collection tool because a good instrument is not tendentious in directing respondents to choose certain answers. If the data is true according to reality, then how many times it is taken, it will be the same (Sunnyoto, 2016: 70). Instrument reliability testing was carried out with interal consistency using Crombach's Alpha (Sugianto, 2016: 90).

3.3.3. Analysis of the coefficient of determination

Analysis of R² (R square) or the coefficient of determination is used to determine how much the percentage contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R² is close to 1 (one), it can be said that the stronger the model is in explaining the independent variables against the dependent variable. Conversely, if R² is close to 0 (zero), the weaker the variation in the independent variable explains the dependent variable. (Priyatno, 2014: 125) To state the size of the contribution of the

independent variable to the dependent variable, it can be determined by the formula for the coefficient of determination as follows:

1. Partial determination between X1 to Y (X2, X3 constant)
 $KDY1.23 = rYx1.232 \times 100\%$
2. Partial determination of X2 to Y (X, X3 constant)
 $KDY2.13 = rYx2.132 \times 100\%$
3. Partial determination between X3 against Y (X1, X2 constant)
 $KDY2.12 = rYx3.1.22 \times 100\%$
4. Multiple determinations between X1, X2, X3 against Y
 $KDY123 = rY1232x \times 100\%$

3.3.4. Hypothesis Examiner

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are:

1. Partial Test

- a) Price (X1) against the purchase decision
Ho: $py1.23 = 0$ (partially the price does not have a significant effect on purchasing decisions).
Ha: $py1.23 \neq 0$ (partially the price has a significant effect on purchasing decisions).
- b) Service Quality (X2) on purchasing decisions
Ho: $py2.13 = 0$ (partially service quality has no significant effect on purchasing decisions).
Ha: $py2.13 \neq 0$ (partially service quality has a significant effect on purchasing decisions).
- c) Customer Satisfaction (X3) on purchasing decisions
Ho: $py3.12 = 0$ (Partially customer satisfaction has no significant effect on purchasing decisions).
Ha: $py3.12 \neq 0$ (Partially customer satisfaction has a significant effect on purchasing decisions).

To make a conclusion, this significance is compared with the real rate α (5%) by the criteria:

H_0 is rejected, if the significance of $t < \alpha$, and H_a is accepted

H_0 is rejected, if the significance of $t \geq \alpha$, and H_a is rejected

2. Simultaneous Test

Ho: $py123 = 0$ Simultaneously, there is no significant influence between price, service quality, and customer satisfaction on purchasing decisions.

Ha: $py123 \neq 0$ Simultaneously, there is a significant influence between price, service quality and customer satisfaction on purchasing decisions.

H_0 is rejected, if significance $F < \alpha$, and H_a are accepted

H_0 is accepted, if significance $F \geq \alpha$, and H_a was rejected

If the results of hypothesis testing either partially or simultaneously conclude that H_0 is rejected so that H_a is accepted, it means that the value of KD (coefficient of determination) can be used to explain the effect of the independent variable (free) on the dependent variable (bound).

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

PT. Telkom provides supporting facilities in the form of Wifi.id Corner. Wifi.id corner is a service in the form of providing a location in which there is an internet network

with speeds up to 100 Mbps provided by PT Telkom to be enjoyed by the general public in accessing wifi.id internet services in public spaces so that it is able to educate the nation's life in facing digital and internet based world. This is a challenge for PT Telkom to continue to develop wifi.id services at the wifi.id corner to improve the quality of internet services in order to create satisfaction for its customers.

4.2. Respondent Description

The description of the respondent is a description of the profile of the respondent who uses the Wifi id in the Wifi id Corner Telkom Juanda Bekasi, which is distributed to 100 respondents which include age, gender, occupation, type of Wifi id package used.

4.2.1. Respondents by Age

Customers who come or use the Wifi id services that have been prepared by Wifi id Corner Telkom STO Juanda Bekasi have various ages ranging from children to the elderly, so this allows respondents to vary in terms of age. Characteristics of respondents based on age can be seen in the following table:

Table 4.1. Respondent Age

No.	Age	total	Percentage
1	<20 Years	6	6.0%
2	21-25 Years	66	66.0%
3	> 25 Years	28	28.0%
	Total	100	100%

Source: processed data (2020)

Table 4.1 shows that the largest number of respondents for the age category is 21 to 25 years of age, namely 66 people or 66.0%, for the age category under 20 years only 6 people or 6.0% and for those aged over 25 years as many as 28 people or 28.0%. This shows that out of 100 respondents of Wifi id customers at Wifi id Corner Telkom STO Juanda Bekasi is dominated by respondents aged 21 to 25 years.

4.2.2. Respondents Based on Gender

Wifi id corner is a place provided by the wifi id for its customers to use or buy internet services with speeds up to 100 mbps and the facilities that have been provided. In general, the Wifi id Corner is mostly visited by men to play games and do assignments from school or from the office. However, women also often come to Wifi id Corner to buy or use internet services and facilities, in general, women use more Wifi id products for social media and college assignments or work. The characteristics of respondents based on gender are shown in the following table:

Table 4.2 Characteristics of respondents based on gender

No.	Gender	total	Presentation
1	Male	46	46.0%
2	Woman	54	54.0%
	Total	100	100%

Source: processed data (2020)

Based on table 4.2, it can be seen that the respondents used in this study the most are women as many as 54 people or 54.0%. While male respondents were 46 people or 46.0%. This is because many women buy and use wifi id internet services for college or school assignments, and there are also some mothers who come to Wifi id Corner to do

their children's schoolwork with pandemic conditions that require their children to go to school online and need internet services.

4.2.3. Respondents by Occupation

Someone's job often influences someone in making a product purchase decision. The characteristics of respondents by occupation are shown in the following table:

Table 4.3 Respondent characteristics based on occupation

No.	Type of work	total	Presentation
1	Student / Student	38	38.0%
2	Public Workers	6	6.0%
3	Private sector worker	37	37.0%
4	Housewife	6	6.0%
5	And others	13	13.0%
	Total	100	100%

Source: processed data (2020)

Table 4.3 shows that most of the respondents were students / students, which was 38 people or 38.0%. Private workers have a total of 37 people or 37.0%. Then state workers and housewives have the same number of 6 people or 6.0%. And other workers have a total of 13 people or 13.0%. Based on the type of work, the most respondents were Student / Student.

4.2.4. Respondents by Type of Package

Wifi ID has various types of packages offered for customers to buy it, buy a wifi id package through its own website and pay for it using credit. The characteristics of the respondents based on the type of package used are shown in the following table:

Table 4.4 Respondents based on package type

No.	Package Type	total	Presentation
1	6 hours = IDR 5,000	22	22.0%
2	7 days = IDR 20,000	18	18.0%
3	30 days = IDR 50,000	60	60.0%
	Total	100	100%

Source: processed data (2020)

Based on table 4.4, it can be seen that the most types of packages purchased by respondents in this study were the thirty-day package for fifty thousand rupiah for 60 people or 60.0%. Then the type of six-hour package costs five thousand rupiah for 22 people or 22.0%. And the seven-day package costs twenty thousand rupiah for 18 people or 18.0%. This shows that more Wifi id customers at Wifi id Corner Telkom STO Juanda Bekasi buy and use the thirty day package at a price of fifty thousand rupiahs because the price offered is quite cheap for a certain period of time.

4.3. Instrument Test Results

4.3.1. Validity test

Validity test using a formula *Peaerson Product Moment*, using SPSS version 26 program where the if statement (r_{hitung}) ≥ 0.30 then all statements on price variables (X_{11}) declared valid and can be used in data collection in this study. The results of data processing on the price variable can be seen in the following table:

Table 4.9 The results of the price variable validity test (X_{11})

No.	Instrument	r_{hitung}	r_{kritis}	Decision
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1	Statement X_1 >> 1	0.838	0.30	Valid
2	Statement X_2 >> 2	0.890	0.30	Valid
3	Statement X_3 >> 3	0.772	0.30	Valid
4	Statement X_4 >> 4	0.844	0.30	Valid

Source: processed data (2020)

Based on table 4.9, the results of all statements on the price variable are obtained (X_{11}) has value r_{hitung} greater than 0.30 so that all statements on the price variable are declared valid.

The results of data processing service quality variable statement (X_{12}), obtained data in the following table:

Table 4.10 The results of the validity test of the service quality variable (X_{12})

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1	Statement X_1 >> 1	0.832	0.30	Valid
2	Statement X_2 >> 2	0.807	0.30	Valid
3	Statement X_3 >> 3	0.759	0.30	Valid
4	Statement X_4 >> 4	0.713	0.30	Valid
5	Statement (X_5) >> 5	0.792	0.30	Valid
6	Statement (X_6) >> 6	0.829	0.30	Valid
7	Statement (X_7) >> 7	0.825	0.30	Valid
8	Statement (X_8) >> 8	0.846	0.30	Valid
9	Statement (X_9) >> 9	0.763	0.30	Valid

Source: Data processed from research results (2020)

Based on table 4.10, the results of all statements on service quality variables are obtained (X_{12}) has value r_{hitung} greater than 0.30 so that all statements on service quality variables are declared valid.

The results of data processing variable customer satisfaction statement (X_{13}), obtained data in the following table:

Table 4.11 The results of the validity test of the customer satisfaction variable (X_{13})

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1	Statement X_1 >> 1	0.878	0.30	Valid
2	Statement X_2 >> 2	0.895	0.30	Valid

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3	Statement X_3 >> 3	0.876	0.30	Valid
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Source: processed data (2020)

Based on table 4.11, the results of all statements on customer satisfaction variables are obtained (X_{13}) has value r_{hitung} greater than 0.30 so that all statements on the word of mouth variable are declared valid.

The results of data processing variable statement of purchase decisions (Y), obtained data in the following table:

Table 4.12 The result of the validity test of the purchasing decision variable (Y)

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1	Statement X_1 >> 1	0.671	0.30	Valid
2	Statement X_2 >> 2	0.873	0.30	Valid
3	Statement X_3 >> 3	0.879	0.30	Valid

Source: processed data (2020)

Based on table 4:12, the results obtained all statements on the purchasing decision variable (Y) has value r_{hitung} greater than 0.30 so that all statements on the purchasing decision variable are declared valid.

4.3.2. Reliability Test

The reliability test is used to determine the consistency of measuring instruments, whether the measuring instruments used are reliable and consistent if the measurement is repeated. Reliability test results illustrate whether the instrument from a study is reliable or not. The research method in this test uses the Crobach's Alpha method, which is an instrument that can be said to be reliable if the instrument's reliability value $(r_{11}) \geq 0.60$.

The following is a table of the results of the variable price reliability, service quality, customer satisfaction and purchasing decisions.

Table 4.13 Reliability test results

Variable	r_{11}	r_{kritis}	Decision
Price	0.857	0.60	Reliable
Service quality	0.928	0.60	Reliable
Customer satisfaction	0.856	0.60	Reliable
Buying decision	0.742	0.60	Reliable

Source: Data processed from research results (2020)

The reliability test results in table 4:13 above state that the value r_{11} the variable price is 0.857 or 85.7%, the service quality variable is 0.928 or 92.8%, the customer satisfaction variable is 0.856 or 85.6% and the purchasing decision variable is 0.742 or 74.2%. Score r_{11} each variable is greater than 0.60 so that the questionnaire is declared reliable or reliable to assess the research variables.

4.3.3. Partial Test (t test)

Table 4.14 Partial Test

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1,391	1,253		1,110	270
	Price	,028	,075	,024	2,370	,012
	Integrity of Service	,092	,044	,240	2,101	,038
	Customer satisfaction	,555	,109	,587	5,109	,000
a. Dependent Variable: TotalY						

Source: processed data (2020)

1. Based on the table 4.14 above, the following data were obtained:

Effect of Price on Value Purchasing Decisions t_{hitung} the price variable is 2,370 and value t_{tabel} of 1,985 and the Sig value of 0.012 or $t_{hitung} > t_{tabel}$ and the value of Sig 0.012 < 0.05 = Ho is rejected, which means that partially there is a significant influence between price variables and purchasing decisions.

2. Effect of Service Quality on Purchasing Decisions

Score t_{hitung} the price variable is equal to 2.101 and value t_{tabel} of 1,985 and the Sig value of 0.038 or $t_{hitung} > t_{tabel}$ and the value of Sig 0.038 < 0.05 = Ho is rejected, which means that partially there is a significant influence between the variable service quality and purchasing decisions.

3. Effect of Customer Satisfaction on Purchasing Decisions

Score t_{hitung} the price variable is 5,109 and value t_{tabel} of 1,985 and the Sig value of 0,000 or $t_{hitung} > t_{tabel}$ and the value of Sig 0.000 < 0.05 = Ho is rejected, which means that partially there is a significant influence between customer satisfaction and purchasing decisions.

4.3.4. Simultaneous Test (Test F)

Table 4.15 ANOVA

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325,031	3	108,344	61,570	,000b
	Residual	168,929	96	1,760		
	Total	493,960	99			
a. Dependent Variable: TotalY						
b. Predictors: (Constant), TotalX3, TotalX1, TotalX2						

Source: processed data (2020)

Based on the table 4.15 above, the results are obtained F_{hitung} amounting to 61,570 and value F_{tabel} amounting to 2,707 or $F_{hitung} > F_{tabel}$, and the value of Sig < 0.05 = Ho is rejected, which means that there are variables of price, service quality and customer satisfaction that have a significant influence on the purchasing decision variable. So it can be concluded that the price of service quality and customer satisfaction affects purchasing decisions at Wifi id Corner STO Juanda Bekasi

4.3.5. Determination Coefficient Test (R Square)

Table 4.16 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811a	,658	,647	1,327
a. Predictors: (Constant), TotalX3, TotalX1, TotalX2				

Source: processed data (2020)

Based on the table 4.16 above, the research results show that the Adjusted R Square (R^2) is, 647 or in a percentage of 64.70%. This shows that the independent variables, namely price, service quality and customer satisfaction have a percentage of the effect of the contribution on the dependent variable, namely the purchase decision of 64.70%. While the remaining 35.30% is influenced by other factors not involved in the research.

4.4. Hypothesis test

Hypothesis testing is used to determine the significance of the influence of the independent variables on the dependent variable partially and simultaneously. Below are the results of hypothesis testing as follows:

4.4.1. Partial Testing

To see the partial hypothesis testing, it can be seen from its significance value t compared with the real level α ($5\% = 0.05$) with the following criteria:

Ho is rejected, if the significance $t < 0.05$

Ho is accepted, if the significance $t > 0.05$

Ho: partially the independent variable (X) has no significant effect on the dependent variable (Y)

Ha: partially the independent variable (X) has a significant effect on the dependent variable (Y)

1. Influence X_1 on Y

After testing the hypothesis in the above research, based on the results of calculations using the SPSS 26 program (Table 4.14), a significance t was obtained for the variable X_1 amounting to 0.012 is smaller than the real level or $0.012 < 0.05$. Then the results obtained Ho rejected and Ha accepted, so it can be concluded that there is a significant influence between price and purchase decisions.

2. Effect of X_2 on Y

After testing the hypothesis in the above study based on the results of calculations using the SPSS 26 program (Table 4.14), a significance t for variable X_2 was obtained, which was 0.038, smaller than the real level or $0.038 < 0.05$. Then the results obtained Ho rejected and Ha accepted, so it can be concluded that there is a significant influence between service quality and purchasing decisions.

3. Effect of X_3 on Y

After testing the hypothesis in the above study, based on the results of calculations using the SPSS 26 program (Table 4.14), the significance t for variable X_3 is 0.000 smaller than the real level or $0.000 < 0.05$. Then the results obtained Ho rejected and Ha accepted, so it can be concluded that there is a significant influence between customer satisfaction and purchasing decisions.

4.4.2. Simultaneous Testing

To determine the effect of the significance of the dependent variable on the independent variable simultaneously, it can be seen from its significance value F compared with the real level α ($5\% = 0.05$) with the following criteria:

Ho is rejected, if the significance $F < 0.05$

Ho is accepted, if the significance $F > 0.05$

Ho: partially the independent variable (X) has no significant effect on the dependent variable (Y)

Ha: partially the independent variable (X) has a significant effect on the dependent variable (Y)

Influence X_1, X_2, X_3 on Y

After testing the research hypothesis above, the results of the calculations using the SPSS 26 program (Table 4.15) obtained significance **F** variable X_1 , X_2 , X_3 amounting to 0,000 is smaller than the real level or $0,000 < 0.05$. Then the results obtained H_0 rejected H_a accepted, then it can be concluded that simultaneously there is a significant influence between the variable price, service quality and customer satisfaction with the purchasing decision variable.

4.5. Research Findings

Based on the results of hypothesis testing, it can be concluded that:

1. Price is the amount of money (plus some products if possible) it takes to get any combination of the product and service. Price is also defined as an exchange rate for benefits incurred by certain goods or services for a person. The higher the benefits that consumers feel from certain products or services, the higher the exchange value of these goods and services for consumers and the greater the means of exchange that are sacrificed. Price is also one of the factors that affect the increase in purchasing decisions. In this study, it shows that the price has a positive influence on purchasing decisions on Wifi id at Wifi id Corner Telkom STO Juanda Bekasi. The results of this study are in line with research conducted by Refika Rahmadani, Febryandhie Ananda (2018) with the title "Analysis of the Effect of Price on Purchasing Decisions at Online Shop Tokopedia".
2. Service quality is seen as one of the components that need to be realized by the company because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. With the increasing number of competitors, there will be more choices for consumers to make choices and make decisions. This makes it even more difficult to retain old customers, because the quality of service must be improved as much as possible. In this study, it shows that the quality of service has a positive influence on the decision to purchase Wifi id for customers at Wifi id Corner Telkom Juanda Bekasi. Service quality plays an important role in the success of a business, by realizing good quality service can retain existing customers and bring in new customers. The results of this study are in line with the research conducted by Ismayanti (2017) with the title "The Effect of Product and Service Quality on Purchasing Decisions at Sambal Plengkung Gading Special Stalls, Jalan Mayjen Sutoyo Yogyakarta"
3. Customer satisfaction is a measure of the feelings that arise after a customer uses the product or facilities offered and compares it with the expectations he expects. Customers tend to stay away from the company and spread bad stories about the company. Customers prefer to repurchase and even tell compliments about the company when they are satisfied. High levels of satisfaction or pleasure create an emotional bond with the brand or company, not just rational dislike. In this study, it shows that customer satisfaction has a positive influence on the decision to purchase Wifi id at Wifi id Corner Telkom STO Juanda Bekasi. Customer satisfaction plays an important role in the success of an effort to satisfy its customers to reuse the company's products, and spread the good news to people about their products or services. The results of this study are in line with research conducted by Ananda Rezky Maulidita,
4. Purchasing decisions are actions taken by customers to purchase a product. Therefore, making customer purchasing decisions is a process of selecting one of several alternative solutions to problems with real follow-up. After that the customer can evaluate the choice and then can determine the attitude to be taken next. Of the various factors that influence consumers to purchase a product or service, usually consumers always consider the quality, price and products that are well known to the public. In this study, it shows that price, service quality and customer satisfaction have a positive

and significant influence on the purchasing decisions of Wifi id customers at Wifi id Corner Telkom STO Juanda Bekasi.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research and analysis that has been carried out and described in the previous chapter, the following can be conveyed the research conclusions from the research results:

1. Price partially has a positive and significant effect on purchasing decisions. The results in the study indicate that there is an effect of price in purchasing decisions on Wifi id products at Wifi id Corner Telkom STO Juanda Bekasi, which means that in the purchase decision process consumers still consider price as the main thing that is emphasized in buying Wifi id products.
2. Service quality partially has a positive and significant influence on purchasing decisions. The results in the study indicate that there is an influence of service quality in purchasing decisions on Wifi id products at Wifi id Corner Telkom STO Juanda Bekasi, which means that in the purchase decision process customers still pay attention to how the quality of service provided by Wifi id at Wifi id Corner Telkom STO Juanda Bekasi . So customers have confidence that the services provided can meet consumer needs so as to improve purchasing decisions.
3. Partial customer satisfaction has a positive and significant effect on purchasing decisions. The results in this study indicate that there is an influence between customer satisfaction and purchasing decisions on Wifi id products at Wifi id Corner Telkom STO Juanda Bekasi. It can be interpreted that Wifi id customers who have visited are quite satisfied with the quality of the products, facilities and services provided. So Wifi id Corner Telkom STO Juanda Bekasi can increase purchasing decisions for customers who visit next.
4. The simultaneous test results show that price, service quality and customer satisfaction have a positive and significant influence on purchasing decisions on Wifi id services at Wifi id Corner Telkom STO Juanda Bekasi.

5.2. Suggestion

Based on the conclusions described above, the researcher can provide the following suggestions:

1. To adjust the price, what Wifi id can do is improve product quality, if the product quality is improved, the Wifi id product can compete with other similar products on the market and increase standards to be equal to existing competitors, so that customers do not switch to other products.
2. Wifi id Corner Telkom STO Juanda Bekasi itself is a busy place and the quality of service must be further improved considering that the customers who come are customers who do not stay at any time. Therefore, accuracy, speed and responsiveness really need to be improved to serve its customers.
3. Wifi id customer satisfaction must be further improved because the level of satisfaction is the highest, so it will not make customers really satisfied because every customer must have felt less in terms of service. So this can have a positive impact so that customers feel comfortable and will come back.

5.3. Researcher's Limitations in Research Development

5.3.1. Research limitations

1. The research that was carried out gave researchers difficulties when distributing questionnaires, because with the PSBB regulations, the Wi-Fi id Corner Telkom STO

- Juanda Bekasi customers did not stay. So researchers need a long time to collect until all the samples are met.
2. Further research is suggested to be able to develop deeper by examining other factors that can influence purchasing decisions on Wifi id products.

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