

Analysis of Consumer Decisions in Using Internet Services

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ABSTRACT

In the digital era, technology has become one of the necessities of life, one of which is the internet. In everyday life, many activities are carried out using the internet such as modes of transportation, communication, learning, household fees, and so on. This condition is an opportunity that must be seized, however, business actors must be able to attract consumers by presenting various services and promotions as an allure. This study aims to analyze the decision to use the internet services of PT. Dwi Tunggal Putra by paying attention to promotion factors and service quality as determinant variables. The research method uses qualitative techniques, where research conclusions are obtained through statistical data. The research data obtained from the results of distributing questionnaires to 100 customers of PT. Men's Dual Singles. The data were then analyzed using statistical regression techniques. The results of the study explain that the determination of promotion and service quality is 49%. This illustrates, half of consumer decisions to use internet services due to promotion and good service. As the result of partial statistics, it is known that promotion has an estimated influence value of 0.346 and service quality of 0.562 with a significant probability. This means that consumers are likely to decide to use internet services from PT. Dwi Tunggal Putra is influenced by services and promotions.

Keywords : Internet Services, Promotions, Services, Purchase Decisions

INTRODUCTION

The rapid development of technology has a beneficial impact on the growth of the telecommunications industry. It seems that various *providers* offering various advantages and advantages, which of course spoil internet users. It is not inconceivable that the growth of internet users is increasing day by day, as data from eMarketer (2014) states that in the first place there is China as the largest user in the world with the number of internet users in 2013 as many as 620.7 million people, then America in 2013 as many as 246 million people. , then India in 2013 as many as 167.2 million people, Brazil in 2013 as many as 99.2 million people, and Indonesia is in sixth place with the number of internet users in 2013 as many as 72.8 million people.

Furthermore, eMarketer (2014) reports that over the last 6 years internet users in Indonesia have continued to increase, recorded in 2013 as many as 72.8 million internet users, in 2014 as many as 83.7 million internet users, in 2015 as many as 93.4 million internet users, in 2016 as many as 102.8 million users. internet and so on. This shows the enthusiasm of the market share in using internet services.

The number of Internet users in Indonesia in 2016 was 132.7 million *users* or about 51.5% of the total population of Indonesia of 256.2 million. The most internet users are on the island of Java with a total of 86,339,350 *users* or about 65% of the total *usage* . When compared *usage* in 2014 of 88.1 million *users*, there was an increase of 44.6 million within 2 years (2014 - 2016). Of course this data / fact is encouraging, especially for *providers* internet network

In line with the data above, the large number of internet users every year provides an opportunity for internet service providers to be able to attract as much market share as possible. It is not imaginable that internet competition is currently very tight, starting from the internet based on *smart phones*, *home internet* and *corporate internet*.

There are many factors that influence consumer decisions in using internet services, including service quality and promotion factors. The results of research by Achidah, Warso, & Hasiholan (2016) and Jamaludin (2015) suggest that promotion is a mandatory curious activity. That is, if a product or service is to be sold, the company should first introduce the product or service. The media used for the most appropriate promotions are television advertisements and exhibitions (events).

The same thing was also stated by Nasution (2014) and Ulus (2013), promotion takes the initial role, where before and when the product is made, publishing it to consumers is the right step. So that when the product is ready to be marketed, an image has been built in the minds of the public (Ekasari, 2014; Fahrudin & Yulianti, 2015; and Natalia & Mulyana, 2014).

In addition to the publication (promotion) method used, companies need to influence consumer psychology (Setiawan, 2014). Providing services to consumers and potential customers is an emotional factor that has been proven effective in decision making (Susanti, 2015; and Aristo, 2016). Even in practice the quality of service is able to make waves of customers. That is, customers who are touched by the service will create effects on other customers, such as telling the goodness of the product or service

used, recommending, and inviting other consumers to get the same experience (Samosir & Prayoga, 2015).

THEORETICAL BASIS

Historically, service is a form of human effort in selling their products or services, and in the process there is interaction and communication that psychologically touches the customer's heart, and therefore the customer decides his attitude. This process is called service. Meanwhile, service quality refers to the extent to which the level of service has an effect on controlling consumer or customer behavior. The form can be in the form of friendliness of the seller and or other marketing factors. According to Adjii (2013) service is an aspect of marketing psychology whose implementation function is to influence purchasing decisions. Meanwhile, according to Khasanah & Pamuji (2011), service quality is able to break the sales deadlock, by influencing customer feelings.

According to Meliana & Setiawan (2013) service quality is the added value of a product or service that is sold, in principle intangible. This means that service is not just selling, but using SOP as a basis, so that service can be measured and customer satisfaction is achieved. In addition, added value will only be created if the service is carried out procedurally, so that employees consistently carry out the service standards set.

In addition, the company must also ensure how the quality of the services provided so that customer satisfaction can be achieved. Service quality has a close relationship with customer satisfaction. By providing satisfactory service, a strong relationship will be established between consumers and the company. Tugiso, Haryono, & Minarsih (2016) suggest that the better the service provided will affect the level of satisfaction felt by the customer so that the business will be judged to be of higher quality. Conversely, if the service provided is not good and satisfactory, then the business is also considered to be of poor quality.

In addition to service quality variables, another influencing factor is promotion. Kotler (2008) explains if a door can only be opened with a key, as well as in curiosity, a product will only be known if it is promoted. Promotion consists of a diverse collection of incentive tools, mostly short term, designed to encourage quicker or greater purchase

of a particular product or service by consumers or merchants. In other words, promotion is a short-term incentive in promotional activities to stimulate the purchase of a product in various ways, such as exhibitions, sales incentives, coupons and so on.

Pramana, et al (2013) and Tsana & Nugraheni (2013) explain that building communication is fundamental in marketing products. This means that companies must use promotions as a basis for informing the products they sell, and use all promotional mixes effectively (integration of promotions). In other words, promotion is one of the determining factors for the success of a marketing program. No matter how good a product is if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it.

METHOD

Conducting research requires a scientific method, so various rules and conditions must be met. In response to this and this research, several scientific criteria are set as follows:

1. This study uses a quantitative approach. This approach is used to see mathematically or statistically. So that it can predict future changes.
2. The unit of analysis used is the customer of PT. Dwi Tunggal Putra in the Jakarta area.
3. The sampling technique uses simple random sampling (*simple random sampling*). It is a method of taking that gives the same opportunity to other respondents.
4. The method of analysis used multiple linear regression. This analysis is used as an option in forecasting.
5. Data collection method using lift. The author cannot deny the existence of his limitations. The questionnaire method is seen as more effective in research.

RESULT

The results of the questionnaire show some interesting things, where consumers express their opinions as follows:

1. Promotion

Consumer attitudes towards promotions carried out by PT. Dwi Tunggal Putra is common, but the attitude of consumers is very different when they

become potential customers who are getting information from the marketing side. This means that consumers do not only receive one information from one internet service provider, but there are several *providers* who also provide information. At that time, consumers felt more enthusiastic about the promotion model provided by PT. Men's Dual Singles.

The word enthusiastic refers to a significant difference, where PT. Dwi Tunggal Putra provides a 50% discount for 1 year, and in subsequent years there is no increase in tariffs, so for consumers it is quite attractive and worthy to be chosen.

However, that does not mean PT. Men's Dwi Tunggal Ika does not have any drawbacks. For consumers of PT. Dwi Tunggal Putra is lacking in terms of networking. Because the network is less extensive and especially PT. Dwi Tunggal Putra is also an agency not a *provider* of network providers such as PT. Sinarmas, so his name is not well known to people.

2. Service Quality

So far, the service is perceived as good, in the sense that it is not perfect. That is, PT. Men's Doubles in certain respects are good, but there are some areas that also need to be improved. Among the good services of PT. Dwi Tunggal Putra is the reliability of the network. For consumers of the internet network PT. Dwi Tunggal Putra rarely has any problems, at most when there is a power outage, the rest is safe. This is what makes consumers feel comfortable using PT. Dwi Tunggal Putra as *provider*.

In addition, the internet connection of PT. Dwi Tunggal Putra is very fast compared to *providers*. For consumers who currently have a lifestyle that is attached to the internet, it is very pleasant when all families use the network but there are no obstacles such as weak networks.

However, the disadvantages of PT. Dwi Tunggal Putra is a long repair process, it can take 2 full days. Even if the network is interrupted, when a network problem occurs, repairs often take up to 48 hours. Of course, for consumers whose use of the internet for work is very detrimental, because the effectiveness is disrupted.

3. Consumer Decisions

In terms of consumer decisions, they will only see *provider* is more promising. This means that internet providers have better advantages in accordance with consumer expectations, such as:

- a. Stable internet network.
- b. Large bandwidth capacity.
- c. Affordable or standard prices.
- d. Problems are rare.
- e. Fast or responsive service.

As long as these things can be provided, it is not difficult for consumers to decide to use the internet network from a provider.

The effect of promotion on consumer decisions in using internet services

The results of regression analysis show that promotion has a significant effect on consumer decisions in using internet services with a regression value of 0.346. This finding confirms that promotion is a marketing activity that influences consumer decisions.

For consumers, promotion is important information before making a decision. The more complete the information received, especially if the promotion is packaged in an attractive way, the consumer has a tendency to use a product or service. This finding is in line with previous research which suggests that promotion has a role in influencing consumer buying decisions.

The effect of service quality on consumer decisions in using internet services

Statistical calculations, the quality is proven to have a significant effect on consumer decisions in using internet services with a regression coefficient of 0.562. This finding mathematically shows that service activities are important in sales.

For companies that want big profits, provide good service, quality and satisfactory service is a fixed price. Even companies do not care about the costs incurred, as long as consumers are satisfied. However, the company recognizes that consumers are human beings with a heart, and the nature of the heart is very emotional to humanist touches.

In many studies, service quality can always win the hearts of customers. And because the customer is satisfied, commitment and loyal behavior will be born. For the company, these two consumer behaviors are the main goals to be achieved.

The contribution of promotion and service quality to consumer decisions in using internet services.

The calculation results of *Adjust R²* show that promotion and service quality have a contribution value of 0.491. Simultaneously, promotion and service quality have a significant effect on consumer decisions in using internet services with a contribution value of 49.1%.

This finding explains that in influencing consumer behavior there is a curious package that must be carried out, namely promoting and providing good service. For consumers, promotion is a shock to perception, while service is a psychological factor that encourages them to take action. So between information, attraction and emotional influence is very potential in influencing consumer decisions.

Many studies prove that promotion and service quality are curious tools that are timeless in history. Although times are changing, the fact is that promotion and service quality are very effective in influencing purchasing decisions.

CONCLUSION

The findings show that customers are interested in using the internet from PT. Men's Doubles for several reasons, including; In the beginning, consumers used the internet network of PT. Dwi Tunggal Putra is because they are interested in the explanation of the marketing staff. Where in detail the sales team stated the advantages and advantages of the internet offered. This explains that promotions that are carried out interpersonally are very effective on consumer decisions, as the results of promotion regression have a significant effect on purchasing decisions.

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