

Analysis of the Influence of Network Quality and Consumer Satisfaction on Indosat Ooredoo Starter Pack Purchase Decisions, A Case Study on Adolescents in Balungtawun Village, Sukodadi District, Lamongan Regency

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Article Info	ABSTRACT
Keywords: Network Quality, Consumer Satisfaction, and Purchase Decisions..	This study aims to determine the influence of network quality and consumer satisfaction on the purchase decision of Indosat internet starter pack, both partially and simultaneously, and to find out one of the most dominant independent variables (network quality and consumer satisfaction) that have the most dominant influence on purchase decisions. In this study, 100 samples were used from the adolescent population of Balungtawun village with purposive sampling technique. The method of data collection is by distributing questionnaires to adolescent consumers who have purchased or used the Indosat ooredoo internet starter pack. Data analysis used validity test analysis tools, reliability test, classical assumption test, multiple linear regression analysis, multiple correlation test, determination coefficient test, t test, and f test. The results of the study show that partially and simultaneously there is a significant relationship between network quality variables and consumer satisfaction on purchase decisions. And the most dominant variable that affects purchasing decisions is network quality.
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INTRODUCTION

Currently, we find many types of mobile telecommunication operators in Indonesia, such as: Telkomsel, Indosat, PT. Exelcomindo Pratama (XL), Axis, Smartfren, and so on. The number of starter packs on the market has provided freedom for consumers to choose the brand that suits their desires. Therefore, many of the consumers have several starter pack brands or often change operators with the aim of getting a relatively cheap price and in terms of services that have their own advantages.

Indosat's network is not as wide as Telkomsel's network which reaches many remote points, but another advantage of Indosat is in the form of cheap data packages and quotas that can be used by all types of Indosat networks (2G, 3G, 4G). Indosat Ooredoo's starter pack is already known among the public, especially teenagers, one of which is teenagers in Balungtawun village, the majority of whom use Indosat starter packs.

The reason why the location was chosen in this study is because the location has characteristics and problems that the author wants to research. Knowing the extent to which

consumers are satisfied with using the Indosat starter pack and knowing the level of network quality. In addition, the author is also confident and understands the location because the location chosen is the village where the writer lives.

The purpose of this study is to find out about consumer decisions in purchasing Indosat Ooredoo starter packs through network quality and consumer satisfaction.

Based on the reference of several previous studies that have been carried out, the author is very interested in writing and researching entitled "Analysis of the Influence of Network Quality and Consumer Satisfaction on the Purchase Decision of Indosat Ooredoo Internet Starter Pack (Case Study on Adolescents in Balungtawun Village, Sukodadi District, Lamongan Regency)".

RESEARCH METHODS

The research method used in this study is quantitative descriptive, where the data is in the form of numbers and the analysis uses statistics. The population used by adolescents in balungtawun village and the sample used were 100 respondents by distributing questionnaires to adolescents who had purchased or used indosat ooredoo starter packs.

This study uses *purposive sampling techniques* and the collection of data sources obtained through primary data, namely original data from the location and from secondary data from interviews and questionnaires of respondents. The analysis of the research data used validity test, reliability test, classical assumption test, multiple linear regression test, multiple correlation test, determination coefficient test, t test, and f test.

RESULTS AND DISCUSSION

Data Analysis Results

Validity Test

Table 1. Validity Test Results

Variabel	Item	r hitung	r tabel	Keterangan
Kualitas Jaringan	X1.1	0,89	0,196	Valid
	X1.2	0,853	0,196	Valid
	X1.3	0,801	0,196	Valid
Kepuasan Konsumen	X2.1	0,791	0,196	Valid
	X2.2	0,733	0,196	Valid
	X2.3	0,859	0,196	Valid
Keputusan Pembelian	Y.1	0,747	0,196	Valid
	Y.2	0,666	0,196	Valid
	Y.3	0,787	0,196	Valid
	Y.4	0,726	0,196	Valid
	Y.5	0,785	0,196	Valid

Source : Output of SPSS 26.0 validity test, year 2022

From the table above, it is known that all indicators used have a correlation coefficient of more than r in the table of 0.196 which means that all items are proven to be valid.

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Reliability Standards	Remarks
Network quality	0,806	0,60	Reliabel
Consumer Satisfaction	0,702	0,60	Reliabel
Purchase Decision	0,790	0,60	Reliabel

Source : Output of SPSS 26.0 reliability test in 2022

From the table above, it shows that the *Cronbach Alpha* value for each study variable is greater than 0.60. Thus, it is concluded that all of these research instruments are reliable.

Classic Assumption Test

Normality Test

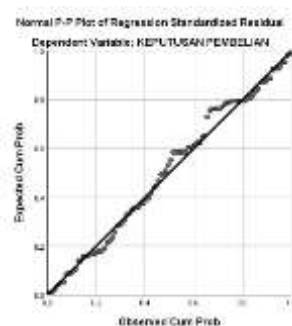


Figure 1. Plot Probability Graph

Source : SPSS 26.0 output, year 2022

From the normal Probability *Plot image* above, it can be seen that the distribution of data follows a normal line, therefore it can be concluded that the data is distributed normally and has met the classical assumption test so that it is suitable for use.

Multicollinearity Test

Table 3. Multicollinearity Test Results

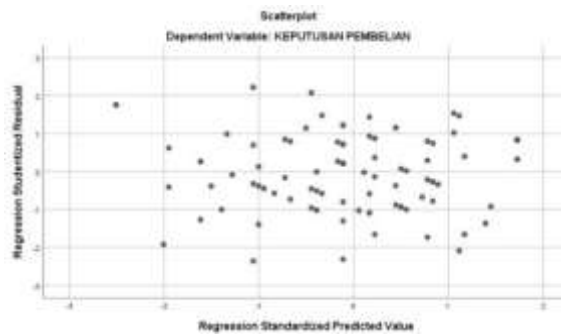
		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std. Error	Beta	t	Sig.			
1	(Constant)	4.421	1.521		2.906	.005		
	KUALITAS JARINGAN	.689	.153	.408	4.492	.000	.596	1.678
	KEPUASAN KONSUMEN	.574	.134	.391	4.296	.000	.596	1.678

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : SPSS 26.0 output, year 2022

The test results of the network quality variable (x1) and the consumer satisfaction variable (x2) the vif value was $1.678 < 10$ and the tolerance value of both was $0.596 > 0.1$. Therefore, it can be concluded that this regression model does not occur multicollinearity or is free of multicollinearity, and this study is feasible to use.

Heteroscedasticity Test



Gambar 2. Scatterplot

Source : SPSS 26.0 output, year 2022

From Figure 2 of the Scatterplot above, it can be seen that the data is spread randomly, does not show a certain pattern, so it can be concluded that heteroscedasticity does not occur.

Multiple Regression Analysis

Table 4. Multiple Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.421	1.521		2.906	.005
	KUALITAS JARINGAN	.689	.153	.408	4.492	.000
	KEPUASAN KONSUMEN	.574	.134	.391	4.296	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

A regression equation is known as follows:

$$= 4.421 + 0.689X_1 + 0.574X_2$$

From the multiple linear regression equation, it can be interpreted that:

Y = a bound variable whose value will be estimated by the independent variable.

a = 4.421 is a constant, which means that the decision to purchase Indosat Ooredoo internet for the first time in Balungtawun village will be constant of 4.421 due to the influence of the network quality variable (X_1).

b_1 = 0.689 is the magnitude of the contribution of the network quality variable (X_1) affecting the purchase decision variable (Y). Coefficients b_1 of 0.689 with a positive sign, this means that if the network quality variable is increased by 1 unit, the decision to purchase the first Indosat Ooredoo internet in Balungtawun village (Y) will increase by 0.689 assuming that other variables are not studied in this study or other variables that affect are considered constant ($a, X_2 = 0$).

B_2 = 0.574 is the amount of contribution of the consumer satisfaction variable (x_2) affecting the purchase decision variable (y). Coefficients b_2 of 0.574 with a positive sign, it is interpreted that if the consumer satisfaction variable is increased by 1 unit, it will affect the decision to purchase the first indosat ooredoo internet in balungtawun village (y) by 0.574 assuming that other variables are not studied in this study or other variables that affect are considered constant ($a, x_1 = 0$).

Multiple Correlation Analysis

Table 5. Multiple Correlation Test Results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.723 ^a	.522	.512	1.992	.522	53.021	2	97	.000

a. Predictors: (Constant), KEPUASAN KONSUMEN, KUALITAS JARINGAN

Source : SPSS 26.0 output, year 2022

From the results of the multiple correlation test above, it is known that the significance value of < 0.00 is said to be a correlation between variables, and the value of $R = 0.723$, so it can be concluded that the correlation between the variables of network quality (X1) and consumer satisfaction (X2) on the purchase decision has a strong relationship.

Determination Test (R²)

Table 6. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.522	.512	1.992

a. Predictors: (Constant), KEPUASAN KONSUMEN, KUALITAS JARINGAN

Source : SPSS 26.0 output, year 2022

Based on the table of determination test results above, it can be seen that the R² value is 0.522 which means 52.2% indicates the percentage influence of independent variables (network quality and consumer satisfaction) on bound variables (purchase decisions). While the remaining 47.8% was influenced by other variables outside of this study, such as package price, brand, promotion, and buying interest.

Uji Hypothesis

T test

Table 7. Hypothesis Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4.421	1.521		.005
	KUALITAS JARINGAN	.689	.153	.408	.000
	KEPUASAN KONSUMEN	.574	.134	.391	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : SPSS 26.0 output, year 2022

From the results of the hypothesis test above, it can be seen that:

The Effect of Network Quality on Purchase Decisions

The results of the t-test for the network quality variable (X1) on the purchase decision (Y) were obtained with a significant level of $0.000 < 0.05$ and t-count of 4.492 and t-table of 1.985. Therefore, from the data, t-calculate $>$ t-table ($4.492 > 1.985$) or $H_0 : \beta_2 \neq 0$ which

means H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that partially network quality variables have a significant effect on purchasing decisions.

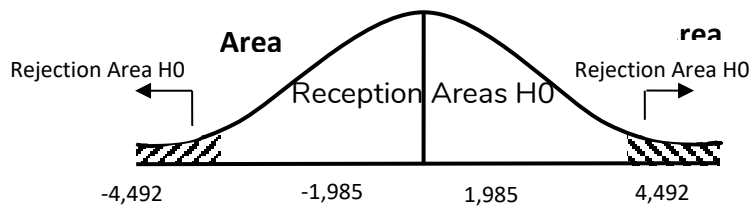


Figure 3. Acceptance and rejection areas of the t-test (network quality)

The Influence of Consumer Satisfaction on Purchase Decisions

The results of the t-test for the consumer satisfaction variable (X_2) on the purchase decision (Y) were obtained with a significant level of $0.000 < 0.05$ and t-count of 4.296 and t-table of 1.985. Therefore, the t-calculation $>$ t-table ($4.296 > 1.985$) or $H_0 : \beta_2 \neq 0$ which means that H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that partially consumer satisfaction variables have a significant effect on purchasing decisions.

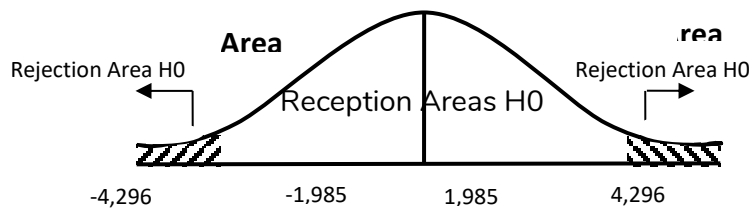


Figure 4. Acceptance and rejection areas of the t-test (consumer satisfaction)

Table 8. Simultaneous Hypothesis Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	420.627	2	210.313	53.021	.000 ^b
	Residual	384.763	97	3.967		
	Total	805.390	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEPUASAN KONSUMEN, KUALITAS JARINGAN

Source : SPSS 26.0 output, year 2022

The table above shows that the significant value is $0.00 < 0.05$, while the F-value is calculated $>$ F-table ($53.021 > 3.09$). Therefore, it can be concluded that H_a is accepted ($H_a : \beta_1 = \beta_2 \neq 0$) which means that the variables of network quality and consumer satisfaction together have a significant effect simultaneously on the purchase decision.

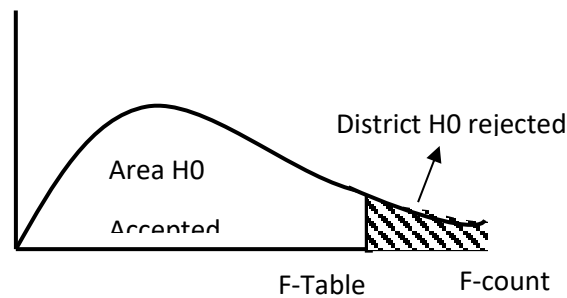


Figure 5. Acceptance and rejection areas

CONCLUSION

1. There is a partial relationship between network quality variables and consumer satisfaction, as evidenced by a t-count value greater than a t-table. The results of the t-test for the network quality variable (X1) on the purchase decision (Y) were obtained with significance level results of $0.00 < 0.05$ and t-count of 4.492 and t-table of 1.985. From the data, the t-calculated value of $> t\text{-table}$ ($4.492 > 1.985$) was obtained, then H_0 was rejected and H_1 was accepted. Therefore, it can be concluded that partially network quality variables have a significant effect on the purchase decision of the Indosat Ooredoo internet starter pack. Meanwhile, the effect of the consumer satisfaction variable (X2) on the purchase decision (Y) obtained the results of the significance level of $0.00 < 0.05$ and t-count of 4.296 and t-table of 1.985. From the data, the t-calculated value of the t-table $>$ ($4.296 > 1.985$) was obtained, which means that H_0 was rejected and H_1 was accepted. Therefore, it can be concluded that partially the consumer satisfaction variable has a significant effect on the purchase decision of Indosat Ooredoo's internet starter pack.
2. Simultaneously or together, there is a significant relationship between network quality variables and consumer satisfaction on purchase decisions. It can be proven by the results of the analysis of the F test, data was obtained which showed that the significance value was $0.00 < 0.05$, while the f-calculated value was 53.021 and the f-table was 3.09. From this data, the f-calculated value $>$ f-table ($53.021 > 3.09$) was obtained, so it can be concluded that the variables of network quality and consumer satisfaction simultaneously (together) have a significant effect on the purchase decision of the Indosat Ooredoo internet starter pack.
3. Based on the variables of network quality and consumer satisfaction, the most dominant influence on purchasing decisions is network quality, this is evidenced by the results of the analysis on the t-test in the *Standardized Coefficient column* in a linear regression model. The results of the hypothesis test analysis between variables X1 and X2 against variable Y were obtained results that showed that the network quality variable (X1) had the highest value of 0.408.

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