The Influence of Quality , Variety and Price on Purchasing Buying Decision Internet Data XL Axiata in Rangkapan Jaya Depok

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Abstract: The Prupose of This study is to find the effect of product Quality ,Variaty of Product and Price for decision of purchasing Data Internet XL Axiata. Purchase Decision is customer reference to decide of buying some product after think about worth or worthless buying a product. The Method of this reasech using quantitative descriptive method due measure the relatshionship between variables. This research held on Rangkapan Jaya Depok district . Based on the result of validity test showing indepent variable such as Quality , Varity and Price has some effect for purchasing buying decision . The Coeficient of determination showed up that 96,3 % people in rangkapanjaya buying Data Internet XL Axiata influenced by 3 Variable such as Quality , Varity and Price. Each Variable has a significant positive efeect on the purchasing decision

Keywords: Telecomunication , Prodcut , Quality , Price , Variaty Prodct ,Purchase Decision

INTRODUCTION

Nowdays , internet become necessity for everyone . many application that we used, using the enternet such as transportasion service we use GO-Jek and to access Go-Jek we need Internet to access it. .Social media application like Instagram, facebook and path, chatting Aplication like whatsup, telegram and line, every line of application using internet . The powerfull impact of the internet , it's change people lifestyle because it can be use by mobile system

For the fastest data transmit that currently taking place., it cannot seprated by developing seluler technology. If 20 Years before , internet using 2G technology system . which it can only transfer data rate 14,4 Kbps , and making not have a good progress. Aplication that using internet only a few, just like yahoo messanger and email ,

Furthermore on 2009, 3G system has been develop in Indonesia . Data rate that offered only 14 Mbps . which many application internet have many progress. People culture has change on that era like people start using mobile system to read news, and the habit of the peole has started to mobile . the developer of application is initiate in this era

On 2015 , 4G start to enter Indonesia . XL, Telkomsel and Indosat is the first provider that bring 4G in Indonesia., which it can transfer data rate 100 Mbps, they made many

variant of product to make customer enjoy using internet . from the cheper until the expensive ones , the internet provider make variant product more acctrative to customer . the good is they concern the quality of their product , even they use same technology, but the market is so competitive.

For get maximum income , the provider need create good relationship between provider and customer in order to get loyality customer . loyality create good customer satisfication.Loyality define as commitment to buy some product Continuesly .

In this Journal reseacth , we measure the relationship between Quality , variety , and price on purchasing buying decision data internet XL Axiata, which the result customer will buy their product continuously and make loyality customer to ther product . The Research will become reference their marketing strategy to promote XL Axiata product in rangkapanjayadepok

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Internet Technology 4G LTE

4G technology upgrade existing comunication network and hopefully bring internet protocol which it save and comprehensive facility like voice and straming multimedia to customer whenever and anywhere they doing .One of the common features of the new services provided by 4G is demanding requirements in terms of QoS. Applications such as Multimedia Messaging Services (MMS), video chat, mobile TV, HDTV content and Digital Video Broadcasting are being developed to use 4G networks. III. INTERNET OF THINGS (IOT). Currently we are entering the era of the Internet of Things. IoT refers to a network of interconnections between objects that are equipped with intelligence. IoT will increase the ubiquity of the internet by integrating each object for interaction via embedded systems that leads to a network of devices that communicate with humans and other devices 4G that we have now is 4G with the LTE type, where LTE has User Equipment (UE) capability, which is capable of supporting data rates of 5 Mbps to 75 Mbps on the uplink, and 10 Mbps to 300 Mbps on the downlink.

Product Quality

According to Kotler and Armstrong (2016) Product Quality is a characteristic of a product in its ability to meet predetermined and latent needs. Meanwhile, according to Garvin (2010) quality is the advantage that the product has. In cellular networks and product quality packages can be measured by the Quality of Service (QoS) parameter. Some of the QoS parameters that are often used are

1. Bandwidth

   Bandwidth is the area or width of the frequency coverage used by the signal in the transmission medium. The signal frequency is measured in Hertz (Hz). In computer networks, bandwidth is often used as a synonym for data transfer rate (transfer rate), which is the amount of data that can be carried from one point to another within a certain period of time (generally in seconds). This type of bandwidth is usually measured in bps (bits per second).

1. Throughput

   Throughput is the actual (actual) bandwidth which is measured in a certain unit of time which is used to transfer data of a certain size. The best download time is the file size divided by the bandwidth. Meanwhile, actual or actual time is the file size divided by the throughput.

2. Packet Loss

   Packet Loss is a parameter that describes a condition that shows the total number of packets lost, this can occur due to several possibilities, including overload in a network, a collision (congestion) in the network, errors that occur in physical media, failure that occurs on the receiving end, among others, it could be caused by the router buffer over flow or congestion

3. Delay
4. Delay is the time it takes for data to travel the distance from origin to destination. Delay can be affected by distance, physical media, congestion or long processing time.

Price

According to Kotler and AmstorongPrice is the amount of money exchanged for a product and service. In the eyes of consumers, price has a value to determine the amount of benefits of a good / service. Some consumers even identify price by value. According to Swastha (2012), price is an amount of money added by several items to get a combination of goods and services..

Consumer Behavior

According to Sugianto (2020) Consumer Behavior is a direct action in getting to consume and consume products and services including the decision process that precedes and follows these actions. There are two groups of consumers who need visible behavior and invisible behavior. Sugianto (2020) in book studikelayakanbisnis also said that consumer behavior greatly determines the buying decision-making process, which begins with the introduction of the problem, namely in the form of insistence that initiates action to meet and satisfy their needs, the next stage is to find information about the products and services needed which are next with a tentative evaluation stage in the form of selection. the next stage is the stage of purchasing decisions and ends with post-purchase behavior where buying again or not depending on the level of satisfaction obtained from these products and services.

Purchase Decision

The purchase decision is a consumer's decision to buy a product after thinking carefully about the feasibility of a product being purchased. According to Zeithalm in (Setiadi, 2013), the purchase decision is influenced by the fear of the consumer's will to buy. In this Master of Management, a manager is required to provide the best product quality so that customers do not feel wrong in making these purchasing decisions. Kotler (2005) states that consumer purchasing behavior is influenced by the following factors:

1. Cultural factors have the broadest and deepest influence. Culture, sub-culture and social class are very important for purchasing behavior. Culture is determinant most basic desires and behaviors. Sub culture includes nationality, religion, racial group and geographical area. Meanwhile, the social class divides society that is relatively homogeneous and permanent, which is arranged hierarchically and whose members share similar values, interests and behaviors. Social class not only reflects income, but also other indicators such as employment, education and area of residence.
2. Sosial Factor, consumer behavior is influenced by social factors such as reference groups, family, and the role and social status of the community
3. Personal Factor. The buyer's decision is also influenced by personal characteristics. These characteristics include the age and stage of the life cycle, occupation, economic circumstances, lifestyle, and the buyer's personality and self-concept.
4. Psychological Factor
   A person's purchase choice is influenced by four main psychological factors. These factors consist of motivation, perception, learning, and beliefs and attitudes. The need will become the motive if it is pushed to an adequate level of intensity. Motives are sufficient needs to encourage someone to act. Perception is the process used by individuals to select, organize, and interpret information input in order to create a meaningful picture of the world. Perceptions can vary widely between individuals who experience the same reality.

Produk Variation

The definition of product diversity / product variation depresses Mikell P Grover, product variation is a product that has a different design / type and is produced by the company. According to Kotler 2015: 458, Product Variation Indicators, namely:

1. Variation of product brands
2. Variation of product completeness
3. Variation of product brands
4. Variations in Product Quality

METHODS

The method used in this research is quantitative descriptive method with multiple correlation analysis approach and multiple linear regression. To measure the relationship between variables. The technique of analysis and correlation is a technique of measuring the association (Measure of Associate) which is useful for measuring the strength of the relationship of these three variables. The population in this study is the number of customers captured in the BTS system in one area. Here the resulting population value is 1318 in RangkapanJaya.

According to Arikunto (2008), the determination of sampling is as follows: If less than 100, it is better to take all of them until the research is a population study. If the number of subjects is greater than 100 it can be taken between 10-15% or 20-55% depending on the small number of:

1. Researcher's ability
2. The extent of the observation area
3. The size of the risk borne by the researcher.

In determining this sample, we use the Slovin formula where the number of samples is very large, so we need a formula to get a small sample but can represent the entire population. From a population of 1318, there are 93 samples with a margin of error of 10%

RESULT AND DISCUSSION

Tabel 1 . Reliability Test

Variable	Cronbach Alpha	StandarReabilitas	Keterangan
KualitasProduk (XI)	0.803	0,60	Reliable
Varian Produk (X2)	0,606	0,60	Reliable
Harga (X3)	0,798	0,60	Reliable
Keputusan Pembelian (Y)	0,887	0,60	Reliable

Source: Research data, 2020

Based on the table of reliability test results, it shows that all variables have a Cronbach alpha value greater than 0.6 0. That way, the item items in the questionnaire for product quality, product variants, prices and purchase decisions are declared reliable and the questionnaire is suitable for measuring.

Tabel 2. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.512	.691		-7.976	.000
	Kualitas Produk	.811	.087	.738	9.289	.000
	Varian Produk	.391	.174	.176	2.242	.027
	Harga	.139	.071	.083	1.959	.053

Source: Research data, 2020

The multiple linear regression equation model can be describe like this Y= -5.512 + 0,811X1 + 0,391X2 + 0,139X3. Based on the multiple linear analysis from table 2, it shows all variables ranging from Quality product, variety product , and price have a positive influence on purchasing decisions.

Table 3. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981[a]	.963	.962	.85456

Source: Research data, 2020

Based on the results of the correlation coefficient (r) of 0.981, this shows that the product and price on XL Axiata internet purchasing decisions have a strong enough influence, equal to 98.1%. The result of the coefficient / R square is 0.9663 which shows that 96% of the purchasing decisions for XL Axiata internet data packages are influenced by variables such as quality, price, and various products and the remaining 4% is influenced by other variables that are not included in this research.

Partial Test of Product quality (X1) Based on the results of the T test between product quality and purchasing decisions, the significant value is obtained = 0.000 <0.100, this means that there is a positive influence between network quality on the decision to purchase internet data packages. Partial test of product variants (X2) between product variants and purchase decisions obtained a value of 0.027 <0.1000, which means that there is a positive influence between product variants and purchasing decisions. The partial test of price (X3) on the decision to purchase internet data packages has a value of 0.053 <0.1000 where this has a positive effect on the decision to purchase internet data packages.

The most dominant variable in determining the hitpotesis of this study is the quality of the network / product quality which has a t count of 9,289.

The F test is used to determine whether the independent variable simultaneously affects the dependent variable. If the F value is calculated> F table, the independent variable has an influence on the related variable. If F count <Ftable then the independent variable has no influence on the dependent variable.

Tabel 4. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1702.962	3	567.654	777.312	.000[b]
	Residual	64.995	89	.730		
	Total	1767.957	92			

Source: Research data, 2020

From the results of the regression analysis, it can be seen that together the big variable has a significant influence on the dependent variable. The independent variables here are product quality, product range, and price. While the dependent variable is the purchase decision. Fcount here is 777,312 and F table is 2.15, so Fcount> F table. Furthermore, the significance value here is 0.000, which is smaller than 0.1, so this regression model can be said that the quality, product variety, and price have a significant effect on the decision to purchase XL axiata internet data in the rich duplicate region.

CONCLUSIONS

Based on the results of research and understanding, it can be concluded as follows: Network Quality is partially positive and influences the decision to purchase XL Axiata internet data packages. decision to purchase XL Axiata internet data packages. From the data on the efficiency of determination / R Square, it shows that 96% of buyers' decisions

are influenced by product quality, various products offered and price. The most dominant variable in determining the hitpotesis of this study is the quality of the network / product quality which has a t count of 9,289

From the technical measurement point of view, the quality of the XL network in Rangkapan Jaya was very good with a packet loss of about 0% and a jitter of 12 Ms. So that existing existing customers will not change operators, because XL has a good product quality where product quality is the most dominant factor.

Based on the results of the research above, the authors need to provide the following suggestions. To strengthen the marketing side of sales, there needs to be innovation in the products offered, consumers currently expect unlimeted quotas, and dedicated speed internet, which might be an alternative to strengthen marketing sales lines. XL axiata. The results of this study can be used as a reference for the development and deepening of marketing knowledge, especially regarding purchasing decisions.

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