SERVICE QUALITY AFFECT ON THE DECISION OF USING THE NETWORK SERVICE

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Abstract: The development of technology is currently very fast which then has an impact on the ease and speed of obtaining information by the community, this greatly supports the need for information collection, especially those that affect the decision to use internet cafe services (WARNET) which is a place for the general public to seek and obtain information through Internet. The focus of this research is to determine the quality of service factors that affect the decision to use internet cafe services, a case study from this research was conducted in the area of East Surabaya. The analytical tools used were questionnaire tabulations, data collection in the form of validity and reliability tests, normality test, multicollinearity test, heteroscedasticity test and aotokorels test. There are three things that become the hypothesis of this study, namely the quality of service, promotion and price of the choice of internet cafe services in the Surabaya area. To test the validity of this hypothesis, the analysis tool is used in the form of multiple linear regression methods. The research results were obtained based on the validity test. Based on the results of six variables, namely service quality, promotion, price, location, facilities and use decisions, all variables are valid after calculating the calculated r value (correlation) is greater than r table. The value of r table is obtained from df = N-2 with 2-way testing at a significance level of 0.05, which is equal to 0.2199, for the reliability test of all variables whose Cronbach's Alpha value is> 0.6 so that it can be concluded that the data is reliable, meaning that the questionnaire can be used. In research and hypothesis testing, based on the F test, the t test shows that there is a significant influence between the six variables on the choice of internet cafe services with a significant level of 5%.

Keywords: Immediately write in single space after abstract between 3-5 keywords

1. Introduction

The development of the world of information and communication technology is currently developing very rapidly. Various innovations in the field of information and communication technology are very helpful in meeting various human needs, including the need for information quickly and efficiently. One of the innovations in the field of information and communication technology is the internet. The internet is a computer network that is interconnected among millions of computerized equipment around the world (Kurose, 2010: 54). and internet services are increasingly accessible to anyone and anywhere. Before many internet technology innovations, the internet was originally used to transmit information via websites and e-mails from computerized equipment such as desktop computers. With the increasing number of information and communication technology innovations such as television,

Internet functions include browsing, chatting, gamming, searching, and many other things to sending letters via e-mail and business transactions and buying and selling online. And people who have more budgets can subscribe to an internet service provider (ISP). And people who have limited funds can use internet cafe services to access information from the internet. Internet technology is a daily necessity for people throughout the city of Surabaya, generally students, students, etc. to make it easier to get the information needed, this has resulted in intense competition in this business, ease of accessing the internet via PC (Personal Computer), notebooks, cellphones , Blackberry, modem, or Wifi or hotspot which results in quiet internet cafes, People are now starting to be selective and smart in choosing the products or services they will use. So that they will get the benefits and uses of the product or service they buy.

Internet cafe business is a service business that demands excellent service to consumers. In a society that is increasingly concerned about quality and customer satisfaction, excellent service is one of the keys to business success. If consumers are given good service, consumers will be satisfied and when satisfied they will become loyal consumers. However, in the decision-making process to buy a product in the form of goods or services, several factors will be influenced, and to understand these factors, cafe managers must understand consumer behavior. Among them are the factors of location, promotion, service, quality, price and facilities. In an effort to face competition, companies must have a better strategy than existing competitors. For companies engaged in services, one of the tools to support a better competitive strategy is to have good service quality. Thus, internet cafe service companies (warnet) need to understand and monitor the factors that affect satisfaction in the decision to use these services. In order to get ahead of business competition and attract customers to remain loyal and not change hands to other companies, and to be able to provide good and useful information and to feel satisfied with what the community needs. The point is a pro-active attitude in promotion, so that the cafe can be known more by people. In terms of service, facilities, quality prices and others.

2. Literature Review

Definition of Marketing

Marketing in a company plays a very important role, because marketing is one of the activities carried out to maintain the survival of the company, to develop the company and to achieve the company's goals to make a profit. Ordinary people in general often equate marketing with sales. This view is too narrow because selling is only one of several aspects to marketing. Marketing tries to identify the needs and wants of target market consumers and how to satisfy them through the exchange process while maintaining all parties and objectives related to the interests of the company.

Marketing Concept

In general, every company adheres to a marketing concept or philosophy, namely the philosophy or assumption that the company believes is the basis of its activities in satisfying the needs and desires of consumers. These concepts are dynamic in nature, because they develop or evolve over time. Fandi Tjiptono (2014: 4).

According to Zeithalm & Bitner (Daryanto, 2011: 24), the definition of service is all economic activities with outputs other than physical products, in the physical sense that is tangible, services are consumed and produced at the same time, provide added value and are, in principle, intangible for consumers.

Quality
According to Ibrahim in Hardiyansyah (2011: 40) Service quality is a dynamic condition related to products, services, people, processes, and the environment where the quality assessment is determined at the time the provision of public services occurs.
The indicators are as follows:
Reliable quality
Awareness, attention and
Accuracy and consumers do not have to wait for long service

Promotion
According to Kotler and Keller in Indonesian (2012: 219). Promotion is a communication from the seller and the buyer that comes from accurate information which aims to change the attitude and behavior of the buyer, who was previously unfamiliar, so that he becomes a buyer and remembers the product. Meanwhile, sales promotions also offer incentives to buy. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, rebates, premiums, gifts, patronage awards, free trials, warranties, related promotions, cross promotions, point of purchase displays and demonstrations)
The indicators are as follows:
Advertising (advertising), which is implementing advertising consisting of banners, billboards and printed advertisements such as brochures that are distributed to various places.
Sales promotion, which is to provide sales promotion programs that involve giving discounts, economical packages, night packages, special discount packages, member packages that are carried out continuously.
Direct marketing (direct marketing), which is building good relationships with consumers directly in the hope of getting direct responses and transactions from consumers.

Price
Meanwhile, according to Kotler and Armstrong (2011: 345), price is the amount of money billed for a product and service or the amount of value exchanged by customers for the benefits of owning or using a product and service.

The indicators are as follows
Competitive price, that is, the price offered is more competitive than competitors.
Price conformity with market prices, namely price compatibility with market prices.
Price compatibility with product quality is the price offered according to product quality. Installments are payments that can be paid in installments up to a certain period

Location
According to Tjiptono (2015: 345) location refers to various marketing activities that try to facilitate and facilitate the achievement or distribution of goods and services from producers to consumers.

According to Heizer & Render (2015: 225) location is a driver of costs and revenues, so location often has the power to make a company's business strategy. The strategic location aims to maximize the benefits of the company's new location.

According to Munawaroh (2013: 55) one of the strategies that companies need to pay attention to is the selection of locations, both factory locations for manufacturing companies or business locations for service / retail companies as well as office locations. Location selection is required when a company establishes a new business, expands existing businesses or moves the company location to another location.

The indicators are as follows:

Location Affordability

Smooth Location Access

Proximity to Location

Amenities

Facilities are a measure of all the services provided, and have a very high impact on customer satisfaction. Because the level of existing facilities also makes it very easy for customers to do activities and is comfortable to use existing facilities.

According to Tjiptono (2014: 317) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is important in a service business, therefore existing facilities, namely the condition of facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from customer interactions with service facilities affect the quality of these services in the eyes of consumers.

The indicators are as follows:

Special Consideration / Planning aspects such as proportion of comfort and others are considered, combined and developed to provoke intellectual and emotional responses from the user or the viewer.

Room Planning

These elements include the interior and architecture, such as the placement of furniture and fixtures in the room, design and circulation flow and others.

Fittings and Furniture Fittings and furnishings serve as a means of providing comfort, as a display or as supporting infrastructure for service users

Decision

According to Kotler in Sangadji (2014: 7) explaining consumer behavior as a study of purchasing units - can be individuals, groups or organizations. Buchari Alma (2008: 57) states: The decision to buy someone who is originally influenced by the environment, culture, family, and so on, will form an attitude in the individual, then make a purchase.

The indicators are as follows:

Make repeat purchases

Purchase confidence in the product

The speed of buying the product

Conceptual framework

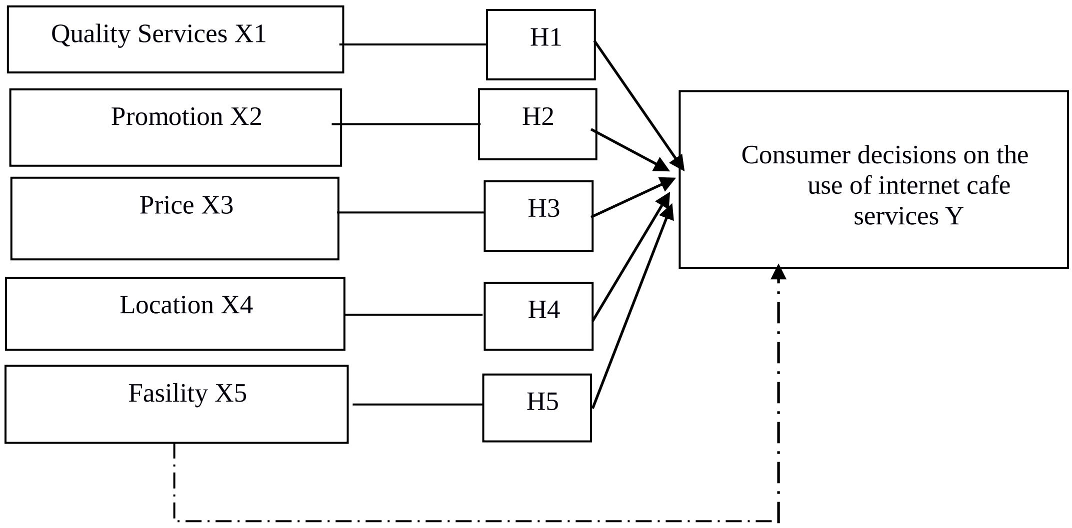

Figure 1 Conseptual framework
Source: (Ferdinand, 2013)

Information : Simultran influence
Partial effect

Hypothesis
It is suspected that service quality, promotion, price, location and facilities simultaneously influence the use of internet cafe services.
It is suspected that service quality, promotion, price, location and facilities partially affect the use of internet cafe services.

3. Method

This study uses a quantitative research approach. Quantitative research is a study that basically uses a deductive-inductive approach. This approach departs from a theoretical framework, the ideas of experts, as well as the understanding of researchers based on their experience, then it is developed into problems that are proposed to obtain justification (verification) or rejection in the form of field empirical data documents. The purpose of this study is to find out how much service quality and other factors affect the decision to use internet services. Data retrieval techniques through surveys are used to obtain data from certain places, researchers treat data collection by distributing questionnaires (Sugiyono, 2012: 11).

Population and Sample
Sugiyono (2012: 115) suggests that population is a generalization consisting of: objects / subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. The population in this study are the consumers who use internet cafe services in the Surabaya area with a total of 120 customers (respondents).
The number of samples used in this study is adjusted to the analytical method used, namely the Structural Equation Model (SEM). In the SEM method, the number of samples needed is

at least 5 times the number of indicator variables (Ferdinand, 2014: 54) while the number of indicators in this study is 16 indicators so that the minimum required is 16 x 5 or 80 samples.

n = 16 x (independent variable)
n = 16 x 5 independent variable
n = 80 samples

In determining the sample, researchers used non-probablity sampling because it did not provide equal opportunities / opportunities for each member of the population to become samples Sugiyono, (2013: 46). The sampling method in this study was purposive sampling. Motede purposive sampling is a sampling method based on criteria determined by researcher Ferdinand, (2013: 51).
The type of data used in this study is primary data
Primary data here is primary data, which is the source of research data obtained directly from the original source in the form of interviews, polls from individuals or groups (people) as well as observations of objects, events. In other words, researchers need data collection by answering research questions (survey method).
This research data collection method is a questionnaire. The purpose of the questionnaire is to obtain information relevant to the purpose of the survey, to obtain information with the highest level of reliability and validity. The answers to these questions were done by the respondents themselves without assistance from the researcher. The questions posed to the respondent must be clear and not doubt the respondent.

Analysis Technique
Regression analysis is basically the study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory or independent variables), with the aim of estimating and or predicting the population average or the average value of the dependent variable based on the independent variable known to Ghozali, (2016: 93).
The data that has been obtained are then processed for analysis and interpretation. This test is carried out with the help of SPSS 16 for windows software. Metedo data analysis used to process research data is multiple linear regression with the following equation:

$$\boxed{Y = a + B1X1 + b2X2 + b3X3 + b4X4 + bX5 + e}$$

Information
Y = purchase decision of internet cafe service users
a = constant
X1= Quality of service
X_2 = promotion
X3 = price
X4 = location
X5 = facilities
B1, b2, b3, b4, b5 = regression coefficient
e = error (5%), with significance (95%)

Validity test
Validity is the degree of accuracy between data that actually occurs on the object of research and data that can be reported by researchers. Its use is to measure whether the questionnaire is valid or not.

Reliability Test
Reliability is used to determine whether the instrument, in this case a questionnaire, can be used more than once, at least the same respondent.

Normality test
According to Ghozali (2012: 160) the normality test aims whether the dependent variable and independent variable in the regression model have a contribution or not. A good regression model is normal distribution data or close to normal.

Multicolonierity Test
According to Ghozali (2012: 105), the multicollinearity test aims to test whether a regression model has a correlation between independent (independent) variables.

Heteroscedasticity Test
According to Ghozali (2012: 139) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variants from the residuals of one observation to another.

Autocorrelation Test
According to Ghozali (2012: 110), the autocorrelation test aims to test whether in the regression model there is a correlation between the confounding error in the t-period and the confounding error in the t-1 period (before).

Hypothesis testing
Test (F)
According to Ghozali (2012: 98), the F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent variable or the dependent variable.
Test (t)
According to Ghozali (2012: 98), the t-test difference test is used to test how far the influence of the independent variables used in this study individually in explaining the dependent variable partially.

4. Result and Discussion

Test Instrument Validity
In Table 1 it can be explained that service quality = X1, promotion = X2, price = X3, location = X4, facilities = X5 and purchasing decisions = Y

Table 1. Instrument Validity

Statement Items	r-count	r-table	Information
X1.1	0.895	0.2199	Valid
X1.2	0.932	0.2199	Valid
X1.3	0831	0.2199	Valid
X2.1	0.909	0.2199	Valid
X2.2	0.906	0.2199	Valid
X2.3	0.416	0.2199	Valid
X3.1	0.712	0.2199	Valid

X3..2	0.707	0.2199	Valid
X3.3	0.721	0.2199	Valid
X3.4	0.711	0.2199	Valid
X4.1	0.755	0.2199	Valid
X4..2	0.873	0.2199	Valid
X4.3	0.790	0.2199	Valid
X5.1	0.893	0.2199	Valid
X5..2	0.932	0.2199	Valid
X5.3	0.818	0.2199	Valid
Y.1	0.803	0.2199	Valid
Y..2	0854	0.2199	Valid
Y.3	0814	0.2199	Valid

Source: primary data processed with SSS 16 (2018)

Reliability Test Results

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Criteria	Information
Quality of Service (X1)	0863	0.6	Reliable
Promotion (X2)	0.659	0.6	Reliable
Price (X3)	0.749	0.6	Reliable
Locations (X4)	0.724	0.6	Reliable
Facilities (X5)	0856	0.6	Reliable
Purchase Decision (Y)	0.763	0.6	Reliable

Source: primary data processed with SSS 16 (2018)

Multiple Linear Regression

Table 3 Multiple Linear Regression
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	**(Constant)**	3,634	1,787		2,034	.046
	quality of service (X1)	.869	.342	.883	2,542	.013
	promotion (X2)	.230	.114	.182	2.017	.047
	Price (X3)	-.022	.075	-.027	-295	.769
	location (X4)	-171	.091	-169	-1,870	.065
	facilities (X5)	-303	.343	-309	-885	.379

a. Dependent Variable: purchase decision (Y)

Normality test

One-Sample Kolmogorov-Smirnov Test

Table 4 Normalization Test Results

		Unstandardized Residual
N		80
Normal Parameters a	**Mean**	.0000000
	Std. Deviation	1.29118268
Most Extreme Differences	**Absolute**	.131
	Positive	.131
	Negative	-.098
Kolmogorov-Smirnov Z		1,169
Asymp. Sig. (2-tailed)		.130

a. Test distribution is Normal.

Multicollinearity Test Results

Table 5 Multicollinear Test results

Coefficientsa								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,634	1,787		2,034	.046		
	quality of service (X1)	.869	.342	.883	2,542	.013	.066	15,257
	promotion (X2)	.230	.114	.182	2.017	.047	.973	1,027
	Price (X3)	-.022	.075	-.027	-295	.769	.963	1,039
	location (X4)	-171	.091	-169	-1,870	.065	.971	1,030
	facilities (X5)	-303	.343	-309	-885	.379	.065	15,366

a. Dependent Variable: purchase decision (Y)

Table 6 Multicollinear Coeficients Test Results

Coefficientsa								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,724	1,782		2,090	.040		
	x1	.577	.089	.586	6,492	.000	.967	1,034
	x2	.221	.114	.175	1,947	.055	.982	1,019
	x3	-.022	.075	-.027	-296	.768	.963	1,039
	x4	-182	.090	-180	-2,011	.048	.990	1,011

a. Dependent Variable: y

Autocorrelation Test
F test

Table 7 F test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

Predictors: (Constant), x5, x4, x2, x3, x1

Dependent Variable: y

Tabel 8 Tabel ANOVA

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.282	5	18.656	10.482	.000[a]
	Residual	131.705	74	1.780		
	Total	224.987	79			

a. Predictors: (Constant), x5, x4, x2, x3, x1

Tabel 8 Tabel ANOVA

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.282	5	18.656	10.482	.000[a]
	Residual	131.705	74	1.780		
	Total	224.987	79			

b. Dependent Variable: y

T Test

Tabel 9 Uji t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.634	1.787		2.034	.046
	x1	.869	.342	.883	2.542	.013
	x2	.230	.114	.182	2.017	.047
	x3	-.022	.075	-.027	-.295	.769
	x4	-.171	.091	-.169	-1.870	.065
	x5	-.303	.343	-.309	-.885	.379

a. Dependent Variable: y

Testing of Determinant Hypotheses of Simultaneous and Partial Variables

Based on table 8, it is known that simultaneously (simultaneously) the variables of service quality (X1), promotion (X2), price (X3), location (X4), facilities (X5) and purchasing decisions (Y). This is evidenced by the significant value of F count 10.482 which is greater than F table 2.34 with a significance level of 0.000 smaller than alpha 0.05. So according to the first hypothesis in this study, namely: It is suspected that service quality, promotion, price, location and facilities simultaneously affect the use of internet cafe services in the Surabaya area, then the results of this hypothesis are proven to be true.

Partial testing on the t test shows that only the service quality variable (X1) with the result of the tcount is 2.542 which significantly influences purchasing decisions (Y) with a significance level of each less than 0.05. After knowing only the service quality variable (X1), the service quality (X1) partially influences the purchasing decision (Y) partially, according to the second hypothesis in the study, namely: It is assumed that the quality of service, promotion, price, location and facilities partially affect the use of internet cafe services in East Surabaya.

Discussion

From the results of the F test, it is known that the F value counts 10.482 greater than F table 2.34, it means that together the variables of service quality (X1), promotion (X2), price (X3), location (X4) and facilities (X5) can influence purchasing decisions (Y). so with this Ho is rejected and accepts Ha.

Based on the results of the research, partially the t test shows that only the service quality variable (X1) has a significant effect on purchasing decisions (Y). This is evident in the variable service quality (X1), the value of t count is 2.542> t table 1.665 with each level significantly smaller than 0.05, so service quality (X1) has a significant effect on purchasing

decisions (Y) so the hypothesis is accepted, with this quality service (X1) has a significant effect on purchasing decisions (Y).
Whereas in Promotion variable (X2) 2.017> table 1.665, Price (X3) -.295 <t table 1.665, for tcount of Location variable (X4) -1.870 <t table 1.665 and t value of Facility variable (X5) -.885 <t table 1.665 with Each significant level is greater than 0.05, the hypothesis is rejected, thus it can be concluded that the promotional variable (X2) price (X3) and the location variable (X4) and the facility variable (X5) have no significant effect on the purchasing decision variable (Y).

5. Conclusions

Based on the results of research on the Analysis of Factors Affecting the Decision to Use Warnet Services in the East Surabaya area
Based on the results of the simultaneous F test, it is known that the value of Fcount is 10.482 greater than Ftable 2.34, then simultaneously for the variables of service quality (X1), promotion (X2), price (X3), location (X4) and facilities (X5) can influence purchasing decisions (Y).
And for the results of the t test it is known that the variable service quality (X1)effect on purchasing decisions (Y). But based on the formulation of the problem from no. 2 "Does Quality of Service, Promotion, Price, Location and Facilities partially affect the use of internet cafe services in the Surabaya area? "So with this based on the results of the t test, the variable quality of service (X1) is very influential on purchasing decisions (Y). This can be seen from the results of the tcount test where the quality of service (X1) 2,542> t table 1,665.
While the promotion variable (X2) Price (X3), Location (X4) and Facilities (X5) do not have a significant effect on the purchasing decision variable (Y). This is evidenced by the t test, where the promotion variable (X2) 2.017 price (X3) -.295 <t table 1.665, for the location variable t count (X4) -1.870 <t table 1.665 and the facility variable t count value (X5) -.885 <t table 1,665 with each level significantly greater than 0.05.

Suggestion
For Cafe Owners
In accordance with the existing test results, the suggestions that can be given from the results of this study are as follows:
Based on the results of the discussion, there is a negative impact of several factors analyzed on the decision to use internet cafe services. The action that must be taken by the cafe management service is that the manager must be active in terms of paying attention to prices, locations and facilities where these three factors greatly influence the decision to use cafe services, if changes are not made immediately it will have a negative impact on cafe service managers.

For Further Researchers
For further researchers, this study only examines the effect of service quality (X1), promotion (X2), price (X3), location (X4) and facilities (X5) on consumer decisions in using services, in future studies to add other variables or use other variables so that the comparison is expected to be seen later.

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