

ABSTRAK

Tujuan penelitian mengetahui pengaruh pengaruh persepsi harga, kualitas pelayanan dan kepuasan konsumen terhadap keputusan menggunakan layanan internet service provider innovation net PT Inovasi Jaringan Nusantara di wilayah Jakarta Barat. Populasi penelitian seluruh masyarakat yang menggunakan layanan internet service provider innovation net di wilayah Jakarta Barat. Populasi pada penelitian ini tidak dapat ditentukan. Pengambilan sampel adalah probability. Penentuan ukuran sampel menggunakan teknik *convenience sampling* yaitu sebesar 160 responden. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian kuesioner. Analisa data dalam penelitian ini *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. Hasil penelitian ini membuktikan bahwa persepsi harga berpengaruh positif dan signifikan terhadap keputusan menggunakan. Kualitas layanan berpengaruh positif dan signifikan terhadap keputusan menggunakan. Kepuasan konsumen berpengaruh positif dan signifikan terhadap keputusan menggunakan.

Kata Kunci: Persepsi Harga, Kualitas Pelayanan, Kepuasan Konsumen dan Keputusan Menggunakan



ABSTRACT

The research objective was to determine the effect of perceived price, service quality and consumer satisfaction on the decision to use the internet service provider innovation net (PT InovasiNet Nusantara) during a pandemic. The research population is all people who use internet service provider innovation net services in the West Jakarta area. Sampling is probability. Sampling size using convenience sampling technique that is equal to 160 respondents. The data collection method uses a survey method, with a questionnaire research instrument. Data analysis in this study was the Structural Equation Model (SEM) with the Smart-PLS analysis tool. The results of this study prove that price perceptions have a positive and significant effect on the decision to use. Service quality has a positive and significant effect on usage decisions. Consumer satisfaction has a positive and significant effect on the decision to use.

Keywords: Perceived Price, Quality of Service, Consumer Satisfaction and Decision to Use



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