

# *The Influence of Free Wi-Fi And Place Toward Buying Decision In Angkringan ( Food Stall ) In Madiun City*

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*The reaserach objective is to provide empirical evidence from the phenomenon of “ angkringan “(food stall ) business in Madiun city which utilizes information technology toward the installation of Free Wi-Fi in order to attract buyers or customers who previously rely on the management of the comfortable place only. From the research goals, hoping able to contribute toward the entrepreneur of the angkringan in Madiun specifically and to the entrepreneur of the angkringan ( food stall ) generally as well in a way to decide the appropriate marketing strategy. This research begins with preliminary observation in some angkringan round Madiun city to know what phenomenon is going on with the support of previous studies, then the phenomenon is formulated into the problems under this research. Hypothesis: H1: there is a significant influence assuming Free Wi-Fi variable toward buying decision in Angkringan round Madiun City. And H2: there is a significant influence Place Variables toward the buying decision in Angkringan round Madiun City. Research results: There are positive and significant influences of Free Wi-Fi Variables toward Buying Decision on Angkringan round Madiun City and there are positive and significant influences of Place Variable toward the buying decision on Angkringan in Madiun City. The Angkringan entrepreneur can use these findings that the set up of the free Wi-Fi and the place management can be used as one of the marketing strategy as the attraction of the customers in a Angkringan business in Madiun city.*

**Keywords:** *Free Wi-Fi, Places, Customer Decision*

## I. INTRODUCTION

From the previous observations, there is a real phenomenon in Madiun city that a lot of food stall ( angkringan ) use Wi-Fi installation as an effort to attract visitors. Because the main problem of today's food business is how they can attract more visitors. Besides offering a menu of the food, venue or

cozzyatmosphere, the main food and angkringan business are trying to provide Wi-Fi technology facilities to pamper or attract consumers to be willing to buy and stay longer there. Besides using the development of technology,angkringan (food stall) still retain the old concept of using the location and comfortable place as the other attraction of visitors. The shifting of paradigms to eat in angkringan is no longer a fulfillment of food needs but already in the fulfillment of lifestyle necessity, so the management of the location and the comfortable place is a very important effort to attract consumers to be willing to buy in angkringan. Previous research related study conducted by[1]titledThe Influence of Free Wi-Fi Facilities and Lifestyle toward Purchase Decision at Kedai Bandung Bengkulu. The results of previous research are the variables of free Wi-Fi facilities and lifestyle simultaneously or partially can influence buying decisions in the shop of Bandung Bengkulu

## II. RESEARCH METHOD

The research method consists of sampling design, measurement and data analysis[2]. The population in this study are angkringan consumers all round Madiun city. This study takes a sample of consumers who have visited and buy products in angkringan round Madiun city. Because the population characteristics are not clearly identified, so for determining the sample size from population study can use the formula from Rao Purba in [3]. Validity test and reliability test are used to test the feasibility of the questionnaire, once we know it is valid and reliable then classical assumption are tested to know whether it is feasible to go to multiple regression analysis or not. Analysis data using multiple linear regression analysis with the help of SPSS 18

**III. RESULT AND DISCUSSION**

The result of regression calculation between Free Wi-Fi (X1) variable, Place (X2) as independent variable to Buying Decision on Angkringan in Madiun city as dependent variable (Y) can be seen in following table: Results of Multiple Linear Regression Analysis

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.057	2.558		1.977	.051
TOTAL_X1WIFI	.335	.047	.545	7.131	.000
TOTAL_X2TEMPAT	.374	.092	.309	4.042	.000

a. Dependent Variable: TOTAL\_YKEPUTUSAN

From the results of multiple linear regression test in table can be formulated multiple linear regression equation as follows:

$$Y = 5,057 + 0,335X1 + 0,374X2$$

a. Constant value (a) is 5,057; indicates that the purchase decision on Angkringan in Madiun city will be constant at 5,057 if the Free Wi-Fi and Place variables are zero or none, with assumption other factors value will not change.

b. Variable Free Wi-Fi (X1) valued at 0,335 (positive) indicates a positive influence of Free Wi-Fi variable on Buying Decision on Angkringan in Madiun city. If Free Wi-Fi (X1) increases one times, then the Buying Decision on Angkringan in Madiun city will also increase by 0,335 times.

c. Place Variable (X2) valued at 0,374 (positive) indicates the positive influence of Place variable on Buying Decision on Angkringan in Madiun city. If Place (X2) increases one times, then the Buying Decision on Angkringan in Madiun city will also increase by 0,374 times.

Based on the positive values of each variable as described above, it can be explained that if Free Wi-Fi increases, then the Buying Decision on Angkringan in Madiun city will also increase. the effect from the Place variable. If Place increases, then Buying Decision on Angkringan in Madiun city will also increase.

**Hypothesis testing**

Absolute hypothesis testing is conducted to prove whether there is significant (significant) influence between Free Wi-Fi (X1) and Place (X2) variables toward Buying Decision on Angkringan in Madiun city. In this study, hypothesis 1 and hypothesis 2 test with t test.

**Test t (Partial Test)**

T test is used to test the significance of the influence of each independent variable toward the dependent variable. The t test criterion is Ha accepted or Ho is rejected if t count is greater than t table or if p value < α. The criteria used are as follows:

- Ho accepted if t count ≤ t table or
- Ho is rejected if t count > t tabel

To get t table is using two-sided test (level of significant (α) = 0,05 (5%) and degrees of freedom (df) = n - k - 1. From the condition above, we got df = 100 - 2 - 1 = 97, with the t table value 1.9847 or (1.985).

H1: Suspected there is a significant influence Variable Free Wi-Fi toward Buying Decision On Angkringan in Madiun City.

**1) Tests on the Free Wi-Fi (X1)**

We get the value of t count variable of Free Wi-Fi (X1) equal to 7,131 bigger than t tabel (1,985) and p-value (0,000) less than α(0,05), so Ho is rejected and Ha accepted . This means there is a positive and significant influence between Free Wi-Fi with Buying Decision on Angkringan in Madiun city.

H2: Suspected there is a significant influence Place Variables toward Buying Decision On Angkringan in Madiun City.

**2) Testing of Place variable (X2)**

The value of t count of Place (X2) variable is 4,042 bigger than t table (1,985) and p-value (0,000) less than α (0,05), so Ho is rejected and Ha accepted. This means that there is a positive and significant influence between Place and Buying Decision on Angkringan in Madiun city.

From the result of t-test calculation on the influence of each independent variable, namely Free Wi-Fi and Place toward Buying Decision on Angkringan in Madiun city, it is known that the value of each independent variable is greater than t table. Thus the hypothesis of research that states "H1: Suspected there is a significant influence Variable Free Wi-Fi on Buying Decision On Angkringan in Madiun City and H2: Suspected there is a significant influence Place Variables on Buying Decision On Angkringan in Madiun City" are proved true.

**Determination Coefficient Analysis**

The coefficient of determination (R2) is used to measure how far the model capability in explaining the variation of the dependent variable. It is known that the R Square is 0,449 or 44,9% which means 44.9% Purchase Decision on Angkringan in Madiun City can be explained by Free Wi-Fi and Place variables, while the rest, 55,1% described other factors outside the model.

**DISCUSSION**

**1. Effect of Free Wi-Fi on Buying Decision**

The result of hypothesis testing shows that Free Wi-Fi partially have a positive and significant effect toward Buying Decision On Angkringan in Madiun City. The value of t count

variable of Free Wi-Fi ( $X_1$ ) is 7,131 bigger than  $t_{table}$  (1,985) and  $p$ -value (0,000) less than  $\alpha$  (0,05). The results of the linear regression test showed a constant value of 0,335 (positive). It can be concluded that Free Wi-Fi has a positive and significant impact toward buying decisions. If Free Wi-Fi increases, then Buying Decision On Angkringan in Madiun City will also increase. The results of this study support the findings of research conducted [1] which indicates that the variable free wi-fi facilities and lifestyle simultaneously or partially can influence the buying decision at Kedai Bandung Bengkulu. [4] also found that Wi-Fi networks available at library offices and archives of the Tidore Islands City area have helped the users in online information only to be constrained on media / facilities. Effect of Free Wi-Fi toward Buying Decision In Angkringan in Madiun City can be known from the consumer's assumption that the availability of Free Wi-Fi facility becomes the consideration of consumers in making purchases at Angkringan in Madiun city. According to respondents, both Free Wi-Fi that have speed access or supported high ability also affect the purchase rate in Angkringan. Other thing that affects consumers deciding to buy in Angkringan is the ability of Free Wi-Fi coverage available in Angkringan and the ease of use, meaning that the more Free Wi-Fi broadly able to reach all areas of Angkringan and the more easily operated the more interested consumers to do purchase in Angkringan. Besides that, according to respondents ease of use of internet access is also a matter of consideration to decide to buy in Angkringan in Madiun city. The results of this study have answered the phenomenon and problems of this research is the rise of businessman Angkringan in the city of Madiun install Free Wi-Fi in their place, whereas after the research and testing proved the existence of Free Wi-Fi is proven to influence and become the appeal of consumers to make purchases at Angkringan in Madiun city. From these results, business people Angkringan in the city of Madiun will use the installation of free Wi-Fi is to maximize purchases by consumers and of course must be managed properly related to the availability, ability and speed of Wi-Fi access, Wi-Fi coverage and ease of use Wi-Fi must also be maximized to be more able to become an attraction that affects consumers to visit and make purchases.

## 2. The Influence of Place Variables on Buying Decision

The result of hypothesis testing shows that the variable of place partially have a positive and significant effect to the Decision of Purchase On Angkringan in Madiun City. The value of the Place number ( $X_2$ )  $t_{count}$  is 4.042 greater than the  $t_{table}$  (1.985) and the  $p$ -value (0,000) is smaller than  $\alpha$  (0.05). The results of the linear regression test showed a constant value of 0.374 (positive). Thus, it can be concluded that Place variables have a positive and significant impact on buying decisions. If Place variable increases, Buying Decision on Angkringan in Madiun City will also increase.

The results of this study are relevant to research findings [5] proves that Variable Price, Location and product quality have a positive influence on buying decisions at Store Syndicate Café Semarang. [6] also proves that Variable price, product, location and service quality have positive and significant effect to buying decision in Soto Angkring "Mas

Boed" Special Chicken Kampung Semarang. Regarding the variables of place in Angkringan in Madiun city, respondents argue that consumers who buy in angkringan consider the place and complete menu, supporting facilities such as parking, seating, entertainment, a comfortable become consumers consideration when buying something in angkringan. The strategic location according to the respondents, comfortable, and good as well affects consumers in buying something in Angkringan in Madiun city. In addition, providing facilities such as seating, tables, equipment, supporting equipment and comfortable place also a factor that affects consumers buy in Angkringan. Respondents also argue that the range of transportation convenience to Angkringan is also a matter of their consideration in buying in angkringan. Related to the effect of Place variable on Buying Decision on Angkringan in Madiun City hence the result of this research have answered phenomenon and problem from this research that is Angkringan businessman in Madiun city which initially only rely on comfort factor of place as effort to attract customer even though now has been followed installation Free Wi-Fi at its place of business, the factor of place still includes the main factor in attracting purchases at Angkringan business in Madiun city. From these results, for business people Angkringan in the city of Madiun can maximize the management of Related Places Coverage of its service range, the choice of place and location strategic and easy to reach by prospective buyers is an attraction that should be a concern for prospective buyers feel comfortable. In addition, supplies of exterior angkringan interior equipment and equipment that must be structured more characterized for visitor convenience and visitor satisfaction is achieved because visiting the dining place including Angkringan is no longer a necessity for the fulfillment of food alone but has shifted to the fulfillment of lifestyle. The management of a place that is always renewable to follow the development-oriented lifestyle and consumer expectations of the present is a step that must be taken by Angkringan businessmen in the city of Madiun in order to survive and even win the competition.

This study aims to determine the effect of Free Wi-Fi and Place against Buying Decision on Angkringan in Madiun City. Based on the results of data analysis can be drawn some conclusions as follows:

1. There is a significant influence Variable Free Wi-Fi on Buying Decision On Angkringan in Madiun City.
2. There is a significant influence Place Variables Against Buying Decision on Angkringan in Madiun City.
3. The result of this research is expected to give input to all Angkringan business actor in general and Angkringan business actor in Madiun city in particular in its effort to find the right marketing strategy for Angkringan managed business. For science is expected to add repertoire of science, especially related to marketing management. This research can be used as a reference for other researchers in the future and can improve the results of this study by increasing the number of variables used so that research will come better.

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