

Factors Affecting Customer Interest on Linkaja By Using Telkomsel Internet

Husnil Khatimah^{1*}; Sugianda Adi Prakoso²; Perengki Susanto³

^{1,2,3} *Management Department, Universitas Negeri Padang*

ABSTRACT

This study aims to determine what factors support customer interest on LINKAJA by using Telkomsel internet in Bekasi. The method used in this research is descriptive analysis method with a quantitative approach. Primary data was obtained through a questionnaire distributed to Telkomsel internet customers in Bekasi. Samples were taken as many as 100 respondents using the technique of using Quota Sampling (Rated Sample). this technique is not taken into account but is classified into several groups. Samples were taken by giving a certain quota or quorum to the group. Furthermore, the data was processed and analyzed using SPSS and factor analysis. The results of this study indicate that there are three influencing factors, social factors, personal factors, and psychological factors, and it can be concluded from the three influencing factors, psychological factors and personal factors that greatly influence customer interest, because these factors have a total eigenvalue of 7,397 with a cumulative amount of 49,313 which is dominated by, increasing knowledge, according to personality and principles, adjusting to lifestyle, adjusting to the economic situation on LINKAJA by using Telkomsel internet.

Keywords: *Telkomsel Internet Users, Cultural Factors, Social Factors, Personal Factors, Psychological Factors, and Customer Interests*

1. INTRODUCTION

Increase or decline in the economy in Indonesia today, can be said to be influenced by the activities of marketing of goods or services that have the properties are not static or dynamic. It can be seen from the increasing and decreasing interest of customers in Indonesia to buy and use the desired product according to their respective needs. Judging from the conditions like this then a lot of companies in Indonesia, which perform activities of marketing and compete to attract or increase interest in the customer by performing a variety of ways. According [1] is the good marketing it's not a coincidence, but rather the result of the execution and careful planning. Marketing practices continuously enhanced and updated throughout the industry to improve the chances of success. However, the advantages of marketing that are rare and difficult to achieve. Marketing it is "art" and "science" is no voltage continuous between the marketing side are formulated and creative side. From the explanation above it can be concluded that marketing is an activity or activities of

individuals or groups who are in organizations that are formed due to the presence of entrepreneurs or owners of capital that is able to meet the needs of its customers by producing products with the best possible value to our customers, offer items, and maintain good relationships between employers and customers, so that employers and customers get what they need. The application of marketing has existed since the time of ancient civilizations. However, as the development of the times and the needs of the human subject to change at any time. In the process of the application of marketing, the entrepreneur should always be able to adapt with the changing times so as not left behind by other entrepreneurs.

One of the shape changes of the era in marketing, namely the emergence of online marketing which is influential in the purchase of the product. Information and communication technology such as internet is the one medium that can be used to be able to communicate with each other from a great distance. The use of the internet today is not only as a medium of communication, but also

used as a medium of marketing by the business. Lifestyle of the community when it began to change into more modern and follow the trend because of the lifestyle, the Culture, the mindset, needs and also desires have also changed. Therefore, the perpetrators of many business use the internet to market their products through internet media or online because also follow the development of technology and the lifestyle of the community at large that is practical and moder [2]. In the change and development of the age of marketing today, where already a lot of marketing activities that use the internet as a social media and to do the buy and sell transactions. The use of the internet can be through communication tools such as the smartphone (smart Phone) which is currently a communication tool that is most widely used because of smartphone tools are increasingly sophisticated, with a relatively small size and can be taken anywhere.

The use of smartphones in Indonesia has become a daily routine, because through the smartphone everyone can do long-distance communication, sharing on social media, listening to music, watching videos, playing games online, online shopping, book a motorcycle taxi or food, browsing or surfing the internet, and numerous other. Seen from the use of smartphones in Indonesia at this time, all of that can be accessed through the internet how to enable cellular data on your smartphone. Cellular Data on your smartphone can be connected on the internet through the service provider network to the internet, where smartphone users must purchase an internet package or a package of internet credit in store credit sellers nearby. In the purchase package or the pulse of the internet a lot of buyers who feel confused in choosing a package or a pulse of what the internet is suitable for their needs. Internet package or internet credit provided by the company that provides a variety of services concerning the internet and is called Internet Service Provider (ISP). ISP (Internet Service Provider) which in terms of Indonesia is a Provider of Internet Services, namely an institution or company that connects computer users with the Internet. Most telecommunications operators [4].

In Indonesia there are currently 3 great provider that uses GSM-based technology, namely PT. Telekomunikasi Indonesia Mobile Indonesia Tbk. (Telkomsel), PT. Indonesian Satellite Corporation Tbk. (Indosat), and PT. Excelcomindo Pratama Tbk. (Pro XL). Followed by the emergence of companies telecommunications services either GSM or CDMA-based, i.e. Hutchison CPT (Three), Axis (Axis), PT. Telkom Indonesia (Telkom Flexi), Mobile-8 (Fren), PT. Smart Telecom (Smart), PT.). It continues to trigger the occurrence of competition between the providers and / or prepaid card, and create market players and manufacturers to be able to win this competition[5]

Judging from the various providers in Indonesia, all providers have their advantages and drawbacks of each, which can affect the interests of customers to buy and use it therefore the writer is interested to examine what factors are affecting the interest of the customer and what factors are dominant chosen so that the customers can be said to be changed or fixed in using a product. Through products that are produced Telkomsel, Telkomsel able to bring innovations best products, quality services and friendly staff, the location of the customer service area, exciting promotions, product prices are affordable, and the mechanisms and procedures that are good in marketing their products. The following table product data internet Telkomsel.

2. LITERATURE REVIEW

2.1 Marketing

In [5]. The American Marketing association offers formal definition follows: Marketing is the organizational function and set of processes for creating, communicating, and submit a value to customers and managing customer relationships in ways that benefit the organization and the owners of its shares. In the marketing activities of companies most at risk are companies that failed to monitor every customer and their competitors, and constantly improve the offer of their value. They adhered to the view that is driven by the sale of short-term and ultimately failed to satisfy shareholders, employees, suppliers, and channel partners. Marketing skilled is a goal that never stop being chased.

2.2 The Factors of Customer Interest

According [4] factors that affect consumer behavior that consists of cultural, social, personal, and psychological.

Cultural Factors: Cultural factors influence the most extensive and in consumer behavior. Marketers should know the role played by Culture, subcultures, and social class buyers.

1. Culture, is the cause of most fundamental of desire and behavior. Culture is the set of basic values, perceptions, wants, and behaviors learned by a member of society from family and important institutions other.

2. Sub-culture is include nationalities, religions, racial groups, and geographic area.

3. Social class is a division of society that is relatively permanent and regularly with its members based on the values, interests, and mannerisms are similar.

Social Factors: Consumer behavior is also influenced by social factors, such as small groups, families, as well as the role and social status of the consumer.

1. Membership groups are groups that have a direct influence and someone who become members are called membership groups.

2. The family is an organization of consumer purchases the most important in society, and has been researched in depth. Marketers are interested in the role and influence of the husband, wife, and children on the purchase of various products and services.

3. The role and Status of activity is expected of a person according to the people around them and carrying a status that reflects the award given by the society.

Personal Factors: Buying decisions are also influenced by personal characteristics like age and stage of life cycle, occupation, economic situation, lifestyle, and personality self-concept and the buyer.

1. Age and stages of the life cycle is people change the goods and services they buy during his lifetime.

2. Work is something that affects the goods and services that will be bought.

3. The Economic situation is the situation that will influence the choice of the product according to his personal income.

4. Lifestyle is a pattern of a person's life which is manifested in the psychographics-his

5. Personality and self concept is that what one has contributed to and reflect their identities; that "we are what belongs to you".

Psychological Factors: The choice of items purchased someone more influenced by four psychological factors are important, namely motivation, perception, knowledge, and beliefs and attitudes.

1. Motivation is the drive or the needs of a quite pressing to direct the person's search for satisfaction.

2. Perception is the process through which people select, organize, interpret information to form a picture of the meaning of the world.

3. Knowledge is the instructions or information that generate motivation, and provide a justification of the positive to buy a product

4. Beliefs and attitudes are thinking descriptive of a person that influence buying behavior

2.3 Interest Buy Subscribers

Buying interest is anything obtained from the learning process and the thought process to form a perception. Interest to buy this is a motivation continued

to be recorded in his mind and become a very strong desire that in the end when a consumer to meet their needs will actualize what's in her mind that [7]. Interest to buy customer will arise, when the implementation of good marketing of a company that not only aims to produce a product to be marketed, but constantly keep hubunganpelanggan by improving the quality and the services provided from the company to the customer.

2.3.1 Indicators in Buying Interest

Indicators of Interest Buy according to [6] buying interest can be identified through the following indicators:

1. Interest transactional, that is, the tendency of a person to buy the product.

2. Interest refrensial, which tends someone to merefrensikan the product to others.

3. Interest preferential, i.e. interest that describe the behavior of someone who has prefrensi main on the product. Prefrensi it can only be replaced if something happens with the product prefrensinya.

4. Interest exploratory, this interest describe the behavior of someone who is always looking for information to support the positive properties of the product.

3. RESEARCH METHODS

3.1 Research Design

Research design is a pattern or shape of the desired research. As for the usefulness of the research design is described in more detail as follows:

1. In the design of, among others, we have to think about is how variables are used, the form of the relationship between variables, ways of analyzing the data once collected and so forth.

2. Design has always been closely associated with the goal. With a clear purpose can be also prepared a design which determines the boundaries of research firmly, so that researchers can focus your attention and efforts towards the real purpose more effectively. The researchers will know also if the where his job is finished and over.

3. Research design always gives a clear picture about what should be done also give an overview of the kinds of difficulties that will be encountered that may have also been encountered by other researchers. (Nasution, 2002.)

3.2 Stages of Research

1. Search previous studies

2. Identify the problem or look for problems
3. Formulate the problem
4. Define literature related to the theory in this study
5. Formulate hipotess
6. Data collection will be conducted data analysis
7. Discussion of research results.
8. Provide conclusions and recommendations the results of the research

3.3. Population and Sample

According [10] population is a generalization region consisting of subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. While the sample is a part of the population that is selected by the researcher. The population in this research is the customer's users of the internet Telkomsel di Bekasi. The sampling technique used is non probability sampling with the criteria of the sample that the customers who already use the internet telkomsel. This study also used the Quota Sampling (Sample Berjatah) sampling based only on the consideration of researchers, According to [11] in this technique, the total population int not taken into account but are classified in several groups. Samples were taken to provide allotments or quorum against certain groups. Time research is when research is done. In this study, the authors conducted a questionnaire to the customers in the area of Bekasi in mid-April 2020.

3.4 Sampling Method

Sampling methods can be divided into two, namely the selection of the sample from the population randomly (random or probability sampling) and sampling from the population is not random (non-random sampling or non-probability sampling) sampling Method used in this research is non probability sampling. According to [10] Non-probability sampling is a sampling technique that does not give opportunity or chance is the same for each element or member of the population to be selected into the sample. In accordance who said that the size of a decent sample in the study is between 30 to 500 people.

4. RESULTS AND DISCUSSION

4.1 Data Results

On the validity of this the researchers used 100 respondents with 15 statements, rtabel will pass valid when rhitung > rtabel by showing that the numbers r (results) calculate the amount (degree of freedom = df)

(df) = n – 2 the number of cases reduced to two or = 100- 2 = 98 with the level of signifikasi 5% then the value of rtabel by 0,165 (see in rtabel). To know the following are the results of test validity that researchers do.

No	Variable	Value r table	Value r count	Description
1	In accordance with the development of a way of life	0.165	.701	Valid
2	Reflect the welfare and prosperity of life	0.165	.680	Valid
3	Not in conflict with the knowledge, belief, art, morals, law, custom and isitiadat	0,165	.690	Valid
4	Do not disrupt the activities of the social	0,165	.558	Valid
5	Increase the sense of togetherness and solidarity	0,165	.730	Valid
6	Do not change the behavior	0,165	.638	Valid
7	Can be used in various age	0,165	.491	Valid
8	In accordance with all fields of work	0,165	.557	Valid
9	Customize with the economic situation (the Cost)	0,165	.693	Valid
10	Adjust to the lifestyle of today	0,165	.782	Valid
11	In accordance with the personality and the principle of	0,165	.736	Valid
12	Can motivate	0,165	.797	Valid
13	In accordance with the perception of	0,165	.842	Valid

14	Able to increase the knowledge	0,165	.775	Valid
15	Do not change the beliefs and attitudes	0,165	.741	Valid

it can be seen that the number of 100 respondents with a percentage of 100% everything is never used package/pulsa internet Telkomsel. It can be seen from the time/period of the customers who use the internet Telkomsel with the longest period of > 2 years with a percentage of 55% with the number of men 28 women and 27 men, then 6 months with a percentage of 18% with the number of men 3 men and women 15 people, 1 – 2 years with a percentage of 16% with the number of men 8 men and female to 8 people, and 6 months – 1 year with a percentage of 11% with the number of men 5 men and female to 6 people.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,881
Bartlett's Test of Sphericity	Approx. Chi-Square	880,493
	Df	105
	Sig.	,000

KMO and Bartlett's test above shows the value of the Measure of Sampling Adequacy (MSA) of 0.881 while the level of significant. MSA, if the value of the MSA > 0.5 and that the value of the MSA on the table above 0.881>0.5 is valid, and sig. On the table above 0.000, said to be valid if the significance value <0.05 and the value of significant table on top of 0.000<0.5, it means the result of sig. is valid.

From the results of the calculation of the anti-image matrix shows the value of the above variable – a variable that has MSA >0.5 there 15 variable that the variable development of a way of life with the value of the variable MSA 0.820 > 0.5, the variable. reflect the well-being, and prosperity with the value of the variable MSA 0.909 > 0.5, the variable does not conflict with the knowledge with the value of the variable MSA 0.898 > 0.5, the variable does not interfere with the activity with the value of the variable MSA 0.838> 0.5, the variable increases the sense of togetherness and solidarity with the value of the variable MSA 0.910 > 0.5, the variable doesn't change in behavior to the society with the value of the variable MSA 0.853 > 0.5, the variable can be used in various age with the value of the variable MSA 0.907 > 0.5, the variables in accordance with all the field work with the value of the variable MSA 0.874 > 0.5, the

variable varying with the Situation economic place of residence with the value of the variable MSA 0.911 > 0.5, the variable Varying with life style with the value of the Variable MSA 0.843 > 0.5, variable personality in accordance with the principles and with the value of the variable MSA 0.872 > 0.5, the variable motivate in the purchase with the value of the variable MSA 0.905 > 0.5, the variables in accordance with the perception of the value of the variable MSA 0.915 > 0.5, the variable increase knowledge with the value of the MSA 0.887 > 0.5, the variable does not change the beliefs and attitudes with the value of 0.872 >0.5.

Based on the SPSS output that exist in the table above we can see the value of comunal, where in the table above, for the variable to 1, the value of communalities is 0.764, this means that the 76.4% of the variance of a variable to 1 can be explained by the factors formed, variable 2 communalities is 0.745 this means that 74.5% of the variance of the variable to 2 can be explained by the factors formed, variable 3 value of communalities his 0.724 this means 72,4% the variance of the variable to 3 can be explained by the factor that is formed and so on until the variable to 15.

total variances explained above shows that there are only 3 factors that are formed. If the eigenvalue < 1 then it can not be used in the formation of factor, because with 1 factor numbers eigenvalue > 1, and 3 factors figure eigenvalue is still >1. But for the 4 factors of numbers eigenvalue already are <1, i.e. 0.881 so that the process of factoring stop on 3 factors because >1 then it is said to be formed factor. From the results of the reduction of the 15 variables obtained 3 factors. On the output table of the total variance explained is seen that the value of the variance factor of the first of 7.397, these factors will be explained 49.313 variability, factor the second of 1,232, the factor will be explained 57.525 variability, and the third of 1.018, these factors will be explained 64.314 variability.

The Factoring and Rotation

After the variables are eligible for the analysis, the next stage is to perform the extraction on the set of variables that is formed of one or several factors. In extraction is the method used is Principal component analysis. After 3 factors formed by a factor that contains a variable, a variable is difficult to be determined will be inserted into the factors which. To know this can be done the process of rotation of the factors that formed so as to clarify the process of the variables that will be included on other factors. In this study the process using the method of varimax (part of the Orthogonal).

This interpretation is based on the value of the factor loadings of each variable on the factor that is formed. The value of the loadings showed a great

correlation between a variable with a factor of 1.2 and 3. The value of the loadings for each variable to the factor – factor can be seen in the table Rotated Component Matrix above. Interpretation based on the value of the loadings of the largest of each variable to the factor, so the variable will be entered into the factor that has the value of the loadings of the largest.

a. The first factor is dominated by the variable

1). Improve your Knowledge, because this variable has the loadings of the largest in the component (factor) 1 0.841, then this variable is entered into the factor 1.; 2). In accordance with the Personality and Principles, because this variable has the loadings of the largest in the component (factor) 1: 0.816, then this variable is entered into the faktor1.; 3). Adjust to the lifestyle, because this variable has the loadings of the largest in the component (factor) 1 0.721, then this variable is entered into the factor 1; 4) Adjust with the economic situation, because this variable has the loadings of the largest in the component (factor) 1 is 0.716, then this variable is entered into the factor 1.

b. The second factor is dominated by the variable

1). In accordance with all Fields of Work, because this variable has the loadings of the largest in the component (factor) 2 i.e., 0.658, then this variable is entered into the factor 2.

c. The third factor is dominated by the variable

1). Can be used in various ages, because this variable has the loadings of the largest in the component (factor) 3 that is 0.687.

After the results of the test are specified then the results of the analysis of the author that is, there is a variable that is dominant on 3 factors, factor-this factor is categorized as, Factors psyco Personal Factors, and social factors. Of the three factors that affect, psychological factors and factor personal affects the interest of the customer, because this factor has a total of eigenvalue most of the factors that affect which amounted to 7.397 with cumulative by 49.313 dominated by psychological customers by increasing knowledge, in accordance with the personality and principles, adjust to the lifestyle, and adjusted with the economic situation in the using the internet Telkomsel. In addition to the numbers that exist on the component Transformation Matrix diagonal; between the component 1 with 1, component 2 with 2, and component 3 by 3. Look the third figure is far above 0.5 (0.755, 0.706, 0.835). This proves the third factor (component) that is formed is right, because it has a high correlation between the factor before the rotated with factor after rotated.

Based on the analysis and discussion of the data about analysts factors that affect the customers 'interest

in using the internet Telkomsel, it can be concluded that the Factors that affect customers' interest in using the internet Telkomsel is as follows:

- a. Social Factors
- b. Personal Factors
- c. Psychological Factors

And there is one factor that does not affect the customers ' interest in using the internet Telkomsel, Cultural Factors because based on the analysis of the factor there are a number of component lower. The most dominant factor affecting the interests of the customer in using the internet Telkomsel is the Psychological Factors and Personal Factors because these factors have a total of eigenvalue most of the factors arrives effect which amounted to 7.397 with cumulative 49.313.

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