

Analisis Faktor- faktor yang Mempengaruhi Keputusan Konsumen terhadap Minat Penggunaan Telepon Rumah (Studi pada Pelanggan PT. Telkom Semarang)

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ABSTRAK

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Semakin banyaknya penyedia jasa layanan komunikasi di Indonesia, membuat semakin ketatnya persaingan dunia jasa penyedia layanan komunikasi di Indonesia, hal ini memaksa perusahaan penyedia komunikasi selalau menciptakan strategi yang baik agar produk mereka bisa bertahan dan tetap dapat dipakai para konsumen. Oleh sebab itu agar persaingan antar perusahaan penyedia layanan jasa telekomunikasi dapat dimenangkan, banyak faktor yang harus diperhatikan oleh produsen yang salah satunya melalui kebijakan pemahaman perilaku keputusan penggunaan konsumen secara efektif dapat dilakukan dengan menggunakan kombinasi dari variabel kelompok acuan, budaya (kelas sosial), promosi, pengalaman konsumen, harga, kualitas pelayanan, dan fasilitas.

Penelitian ini untuk mengkaji pengaruh dari kelompok acuan, budaya (kelas sosial), promosi, pengalaman konsumen, harga, kualitas pelayanan, dan fasilitas terhadap keputusan penggunaan telepon rumah PT. Telkom yang terdapat di kota Semarang dengan sampel yang digunakan dalam penelitian ini sejumlah 100 orang responden yang terdapat di Kota Semarang dengan alat analisis yang digunakan adalah regresi linier berganda yang didalamnya terdapat uji Kuesioner (validitas dan reliabilitas), Uji Asumsi Klasik (normalitas, multikolinearitas, dan heterokedastisitas), Uji Regresi Linier Berganda, Uji Hipotesis (Uji t dan f) dan Uji Koefisien Determinasi.

Hasil analisis regresi berganda diperoleh hasil yang paling mempengaruhi keputusan penggunaan konsumen adalah kelompok acuan dengan nilai koefisien regresi 0,317 dan berpengaruh positif dan signifikan dengan nilai probabilitasnya adalah 0,000. Kualitas pelayanan, fasilitas, pengalaman konsumen, dan promosi menjadi faktor kedua, ketiga, keempat, dan kelima dengan nilai koefisien regresi 0,165; 0,163; 0,156 dan 0,129 dan berpengaruh positif dan signifikan dengan nilai probabilitasnya 0,038; 0,30; 0,40 dan 0,031. Sedangkan budaya tidak berpengaruh signifikan dengan nilai koefisien regresi 0,033 dan harga tidak memiliki pengaruh positif dengan nilai koefisien regresi 0,163. Secara simultan kelompok acuan, budaya (kelas sosial), promosi, pengalaman konsumen, harga, kualitas pelayanan, dan fasilitas memiliki pengaruh yang signifikan dengan nilai probabilitasnya 0,000 dan dalam pengujian koefisien determinasi ketujuh variabel diatas dapat menerangkan variabel Y sebesar 84,6%.

Kata kunci : kelompok acuan, budaya (kelas sosial), promosi, pengalaman konsumen, harga, kualitas pelayanan, fasilitas dan keputusan penggunaan.

Kata Kunci :

Analysis of Factors Influencing Consumers` Decision for Using Home Phone (A Study on Customers of PT Telkom Semarang)

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ABSTRACT

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Even more of them the service provider of the communication service in Indonesia, made an abuse of the strictness of the competition for the world of the provider's service of the communication service in Indonesia, this forced the provider's company of communication selalau created the good strategy so that their product could remain and continue to continue to be able to be used by the consumers. Therefore so that the competition could be between the provider's company of the service of the telecommunications service won, many factors that must be paid attention to by the producer that one of them through the policy of the understanding prila I the decision of the use of the consumer could be effectively carried out by using the combination of the variable of the reference group, the culture (the social class), the promotion, the consumer's experience, the price, the quality of the service, and facilities.

This research to study the influence from the reference group, the culture (the social class)), the promotion, the consumer's experience, the price, the quality of the service, and facilities towards the decision of the use of the house telephone of PT. Telkom that was met in the Semarang city with the sample that was used in this research totalling 100 respondents who were met in the Semarang City with the analysis implement that was used to be linear regression multiplied that inside was met by the Questionnaire test (the validity and reliabilitas), the Classic Assumption Test (normalitas, multikolinearitas, and heterokedastisitas) ,Uji Linear Regression multiplied ,Uji the hypothesis (the Test t and f) and the Test of the Determination Coefficient.

Results of the analysis of multiplied regression were received by results that most influenced the decision of the use of the consumer to be the reference group with the value of the regression coefficient 0.317 and influential positive and significant with his value of the probability was 0.000. The quality of the service, facilities, the consumer's experience, and the promotion became the second factor, the three the four, and the five with the value of the regression coefficient 0.165; 0.163; 0.156 and 0.129 and influential positive and significant with his value of the probability 0.038; 0.30; 0.40 and 0.031. Whereas the culture was not influential significant with the value of the regression coefficient 0.033 and the price did not have the positive influence with the value of the regression coefficient 0.163. Simultaneously the reference group, the culture (the social class), the promotion, the consumer's experience, the price, the quality of the service, and facilities had the influence that was significant with his value of the probability 0.000 and in the testing of the determination coefficient of the seven variables above could explain the Y variable of 84.6%.

The key word: the reference group, the culture (the social class), the promotion, the consumer's experience, the price, the quality of the service, facilities and the decision of the use.

Keyword :

