The Influence of E-WOM, Service Quality, and Perceived Price on Biznet Home WIFI Subscription Decisions in Sidoarjo

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Abstract

This study aims to determine the effect of E-WOM on the Decision to Subscribe to Biznet Home Wifi in Sidoarjo City, the effect of Service Quality on the Decision to Subscribe to Wifi Biznet Home in Sidoarjo City and the Effect of Perceived Price on the Decision to Subscribe to Wifi Biznet Home in Sidoarjo City. The population in this study is Biznet Home Customers in Sidoarjo City. The sample in this study used the Ghozali formula and found 112 respondents. The method used in this study uses the GForm form. The analysis technique in this study uses PLS (Partial Least Square). The results of this study indicate that the E-WOM indicator variable that has the highest percentage is I often consult with other consumers on social networking accounts regarding Biznet Home services. (X1.2), the variable Service Quality indicator that has the highest percentage is Biznet Home Officers who really understand the needs and difficulties of consumers (X2.4) while the Price Perception variable that has the highest percentage is the price offered by Biznet Home wifi which is quite competitive (X3.4)

Keywords: E-WOM, Price Perception, Service Quality, Subscription Decision.

INTRODUCTION

The development of the business world is now increasingly dynamic along with the increasing public demand for products and services to meet all their needs. One form of computer network development is the Internet. Many business people are now utilizing internet services to sell and bring in customers, for example selling products/services by *Live Streaming* on social media or existing *marketplaces.*

Overall economic development is accompanied by very rapid technological developments that make competition more competitive and require business people to follow the market according to the era. Telecommunication is becoming an important factor for human life today where communication technology can provide an alternative to carry out communication activities and information retrieval effectively and efficiently.

Figure 1. Number of Internet Users in Indonesia

Based on fig the information above refers to the We Are Social survey report, the number of internet users in Indonesia has reached 212.9 million in January 2023. This means that around 77% of Indonesia's population has used the internet. The number of internet users in January 2023 was 3.85% higher than a year ago. in January 2022, there were 205 million internet users in Indonesia. Seeing the trend, the number of internet users in Indonesia continues to grow every year.

The large number of internet access needs has led to the emergence of internet service provider companies *(Internet Service Providers (ISP))*. There are several *Internet Service Provider service products* owned by telecommunication companies in Indonesia such as Biznet, PT. Supra Primatama Nusantara (Biznet) is a company focused on telecommunications and multimedia, which is committed to building modern infrastructure with the aim of reducing Indonesia's digital gap with other developing countries. Biznet owns and operates the most advanced *Fiber Optic network* and the largest *Data Center* in Indonesia.

Table 1. Top Brand Internet Service Providers in Indonesia

Product	2021	2022	2023-
INDIHOME	34.60%	33.80%	40.20%
FIRST MEDIA	24.20%	26.30%	25.90%
BIZNET HOME	10.80%	17.70%	18.30%

Based on Table 1. above, it shows that Biznet Home is one of the internet service providers that is widely used in Indonesia and proves that Biznet Home can compete with other internet service companies, but unfortunately Biznet has a less extensive Internet network coverage in Indonesia. several cities in Indonesia.

The number of internet users in Indonesia has reached 212.9 million in January 2023. This means that around 77% of Indonesia's population has used the Internet. The number of internet users in January 2023 was 3.85% higher than a year ago. in January 2022, there were 205 million internet users in Indonesia. Seeing the trend, the number of internet users in Indonesia continues to grow every year.

Sidoarjo is a good opportunity for internet service business providers because Sidoarjo is one of the regencies in East Java which has a large population. According to data obtained by

researchers from the official website (jawapos.com), it is stated that the population of Sidoarjo Regency in early March 2023 was 2,700,000 people.

Overview References

E- Wom

Word of mouth is the act of consumers providing information to other consumers (interpersonal) on recommendations for brands, products and services (Hasan, 2010). Meanwhile, *electronic word of mouth (e-WOM)* has a definition as a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other and have met before. (Lamba & Aggarwal, 2014) . e-WOM is a dynamic and ongoing process of exchanging information between potential, actual and former customers regarding products, services, brands or companies that are available to the public or institutions via the internet.

H1: E-WOM Influential to Decision Subscribe Wifi Biznet Home in Sidoarjo City

Quality Service

The best quality of service in order to survive and remain the trust of customers. The creation of customer satisfaction can provide benefits including the relationship between the company and the customer to be harmonious, the customer will make repeat purchases to create customer loyalty, and form a word of mouth recommendation that benefits the company. According to Arianto (2018: 83) the quality of service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Quality of Service applies to all types of services provided by the company while the client is in the company.

H2 : Quality Service Affects Decision Subscribe Wifi Biznet Home in Sidoarjo City

Price Perception

Price perception is a process in which consumers interpret price values or expected attributes of goods and services, when consumers evaluate and examine product prices, this is largely influenced by consumer behavior itself (Malik and Yaqobo, 2012). Price perception is about understanding price information consumers like and making it meaningful. Regarding price information, consumers can compare published prices with imagined product prices or price ranges, price perceptions will form public perceptions of an appropriate price for a product (Peter and Olson, 2014).

H 3 : Perceived Price Affects Decision Subscribe Wifi Biznet Home in Sidoarjo City

Decision Subscribe

Subscription Decision is a step that society has taken to get the product. Companies must implement innovation for consumers to make purchases of their products. Throughout the decision-making step, the buyer is able to gain control of the marketing strategy implemented by different members, the post-purchase product price news provided by consumers is a really useful tool for companies to ensure that the product is competitive. (Sanjaya, 2015: 109).

RESEARCH METHOD

Study This use method descriptive quantitative. Collection data done through distribution of questionnaires. This study uses an ordinal scale with Likert weighting. Taking sample done with use technique non-probability sampling with convenience sampling. The

sample size for this research is 1 12 respondents. Data analysis in study This done through analysis descriptive with use method partialLeast Squares (PLS), And testing hypothesis done with use method statisticsWhich supported by device soft SmartPLS 4.0. Tool measuring Which used in studyThis is a questionnaire on line created with Google Forms.

RESULTS AND DISCUSSION

The measurement model in this study uses exogenous variables with reflective indicators including E-WOM variables (X1) , Quality of Service (X2) and Perceived Price (X3) as well as endogenous variables, namely Subscription Decision (Y) to measure the validity of one of the indicators based on the output of the outer loading table, namely by looking at the magnitude of the *factor loading value* , because in this modeling all indicators use reflective, then the table used is *the output outer loadings* .

Table 2. Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)
X1.1 <- E-WOM (X1)	0.807	0.805	0.035	23,071
X1.2 <- E-WOM (X1)	0911	0.909	0.017	54,341
X1.3 <- E-WOM (X1)	0.834	0.830	0.040	20,755
X2.1 <- QUALITY OF SERVICE (X2)	0.806	0.806	0.037	21615
X2.2 <- QUALITY OF SERVICE (X2)	0.801	0.798	0.045	17,765
X2.3 <- QUALITY OF SERVICE (X2)	0.835	0.833	0.032	26,361
X2.4 <- QUALITY OF SERVICE (X2)	0.813	0.813	0.029	27,630
X2.5 <- QUALITY OF SERVICE (X2)	0.755	0.753	0.042	18005
X3.1 <- PRICE PERCEPTION (X3)	0.747	0.745	0.048	15,696
X3.2 <- PRICE PERCEPTION (X3)	0.832	0.832	0.034	24,190
X3.3 <- PRICE PERCEPTION (X3)	0.817	0.817	0.032	25,175
X3.4 <- PRICE PERCEPTION (X3)	0.886	0.884	0.023	37,724
Y.1 <- SUBSCRIPTION DECISION (Y)	0.724	0.720	0.069	10,550
Y.2 <- SUBSCRIPTION DECISION (Y)	0.845	0.844	0.028	30,054
Y.3 <- SUBSCRIPTION DECISION (Y)	0.863	0.862	0.026	32,874
Y.4 <- SUBSCRIPTION DECISION (Y)	0.853	0.852	0.029	29,369

From the table above, the validity of the indicator is measured by looking at the *Factor Loading value* of the variable to the indicator, it is said that the validity is sufficient if greater than 0.5 and or the T-Statistic value greater than 1.96 (Z value at α = 0.05). *Factor Loading* is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all indicators are reflective of the E-WOM variable (X1), Quality Service (X2), Perceived Price (X3) and Subscription Decision (Y) ,

shows *a factor loading* (*original sample*) is greater than 0.50 and/or significant (T-Statistic value is more than Z value α = 0.05 (5%) = 1.96), thus the estimation results of all indicators meet Convergent *validity* or good validity.

Measurement of indicator validity can also be seen from the Cross Loading table, if the factor loading value for each indicator on each variable is greater than the factor loading for each indicator on the other variables, then the factor loading is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid.

Table 3. Cross Loading

INDICATOR	E-WOM (X1)	SERVICE QUALITY (X2)	PRICE PERCEPTION (X3)	SUBSCRIPTION DECISION (Y)
X1.1	0.807	0.423	0.562	0.515
X1.2	0911	0.402	0.492	0.547
X1.3	0.834	0.368	0.471	0.469
X2.1	0.283	0.806	0.593	0.513
X2.2	0.418	0.801	0.546	0.526
X2.3	0.377	0.835	0.580	0.495
X2.4	0.397	0.813	0.579	0.628
X2.5	0.394	0.755	0.622	0.523
X3.1	0.451	0.554	0.747	0.435
X3.2	0.476	0.546	0.832	0.546
X3.3	0.546	0.567	0.817	0.555
X3.4	0.485	0.727	0.886	0.523
Y. 1	0.493	0.483	0.445	0.724
Y.2	0.434	0.597	0.482	0.845
Y.3	0.536	0.599	0.598	0.863
Y.4	0.514	0.536	0.539	0.853

From the results of cross loading data processing, it is obtained that all *loading factor values* for each indicator (shaded) both for E-WOM (X1), Service Quality (X2) and Perceived Price (X3) variables, and Subscription Decision (Y) indicate the value of *the loading factor* is greater than the indicator factors of other variables, so that it can be said that all the indicators in this study have fulfilled their validity or have good validity.

Average variance extracted (AVE)

Table 4. Average variance extracted (AVE)

	AVE
E-WOM (X1)	0.725
SERVICE QUALITY (X2)	0.644
PRICE PERCEPTION (X3)	0.676
SUBSCRIPTION DECISION (Y)	0.678

The next measurement model is *the Avarage Variance Extracted (AVE) value*, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. on variables reflective indicators can be seen from the *Avarage variance extracted (AVE) values* for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the E-WOM variable (X1) of 0.725, Service Quality variable (X2) of 0.644, Perceived Price (X3) of 0.676, and Subscription Decision (Y) of 0.678, these three

variables show a value of more **than** 0.5**,** so overall the variables in this study can be said to have good validity.

Composite Reliability

Table 5. Composite Reliability

	Composite Reliability
E-WOM (X1)	0.888
SERVICE QUALITY (X2)	0.900
PRICE PERCEPTION (X3)	0.893
SUBSCRIPTION DECISION (Y)	0.893

Construct reliability is measured by the *composite reliability value,* the construct is reliable if the *composite reliability value* is above 0.70 then the indicator is called consistent in measuring its latent variables. The results of the *Composite Reliability* test show that the E-WOM variable (X1) is 0.888 , the Service Quality variable (X2) is 0.900 , Price Perception (X3) is 0.893 and Subscription Decision (Y) is 0.893 **,** these three variables show *Composite Reliability values* above 0 .70 so that it can be said that all variables in this study are reliable.

Latent Variable Correlations

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and endogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

Table 6. Latent Variable Correlations

	E-WOM (X1)	SERVICE QUALITY (X2)	PRICE PERCEPTION (X3)	SUBSCRIPTION DECISION (Y)
E-WOM (X1)	1,000	0.468	0.597	0.601
SERVICE QUALITY (X2)	0.468	1,000	0.728	0.675
PRICE PERCEPTION (X3)	0.597	0.728	1,000	0.630
SUBSCRIPTION DECISION (Y)	0.601	0.675	0.630	1,000

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations *above* . The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the table of *latent variable correlations* above, the average correlation value between one variable and another shows an average or moderate correlation value. The highest correlation value is found between the variable Quality of Service (X2) and Perceived Price (X3) of 0.728 , this can also be stated that among the variables in the research model, the relationship between the variable Quality Service (X 2) with Perceived Price (X3) shows a

stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of Service Quality is more influenced by the Price Perceived variable than the Subscription Decision and E-WOM.
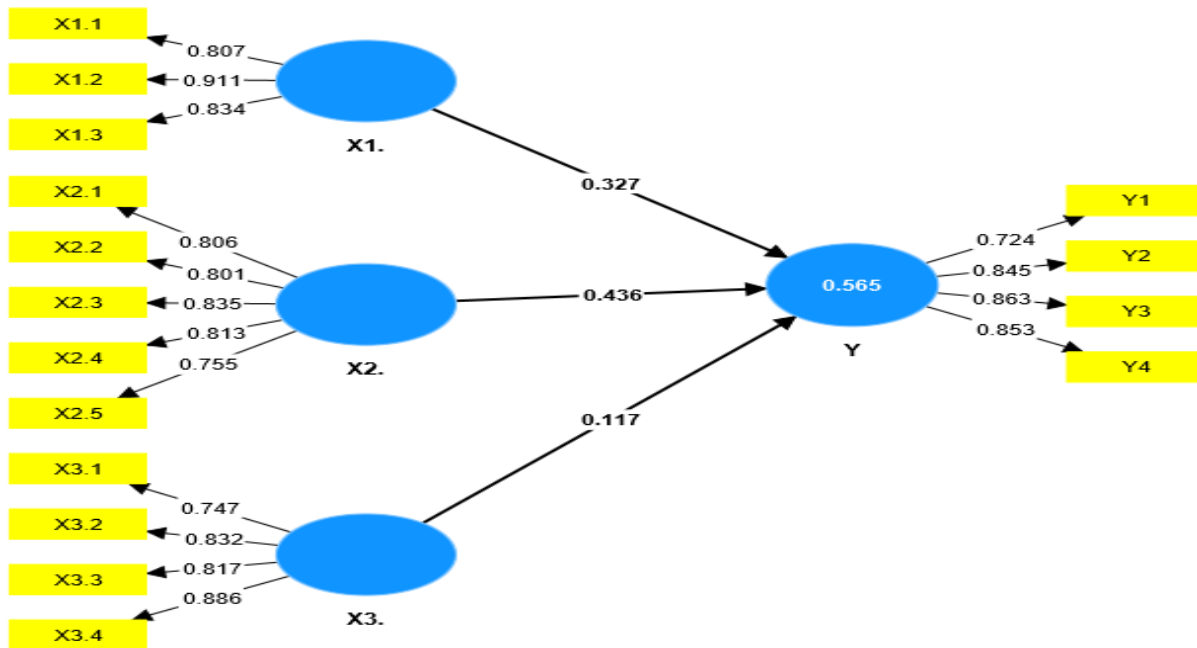
PLS Model Analysis

Figure 2. Outer Model with Factor Loading, Path Coefficient and R-Square

From the PLS output image above, it can be seen that the magnitude of the *factor loading value* for each indicator is located above the arrow between the variables and indicators, you can also see the magnitude of the path coefficients (*path coefficients*) which are above the arrow line between exogenous variables and endogenous variables. Apart from that, you can also see the magnitude of *the R-Square* which is right inside the circle of endogenous variables (subscription decisions).

Inner Model (Structural Testing)

Testing of the structural model is carried out by looking at the R-Square value which is the *Goodness-fit model test*. Inner model testing can be seen from the R-Square value in the equations between latent variables. The value R^2 explains how much the exogenous (independent/free) variables in the model are able to explain the endogenous variables (dependent / bound).

R-square

	R Square
SUBSCRIPTION DECISION (Y)	0.565

Value of $R^2 = 0.565$. It can be interpreted that the model is able to explain the subscription

decision phenomenon which is influenced by independent variables including E-WOM, Service Quality and Perceived Price with a variance of 56.50%, while the remaining 43.40% is explained by other variables outside this study (in addition to E-WOM, Service Quality and Perceived Price).

In addition to knowing the value of R^2, *the Goodness of Fit* of the research model can be known from the magnitude of Q^2 or *Q-Square predictive relevance* for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. *Q-square* value > 0 indicates the model has *predictive relevance*; conversely if the *Q-Square value* ≤ 0 indicates the model has less *predictive relevance*. *Q-Square* calculation is done by the formula:

$Q2 = 1 - (1 - R_1{}^2)(1 - R_2{}^2)...(1 - R_p{}^2)$ where $R_1{}^2$, $R_2{}^2$ ... $R_p{}^2$ is *the R-square* of the endogenous variables in the model equality. Q^2 has a value with a range of $0 < Q^2 < 1$, where the closer to 1 means the model is better. This $Q2$ quantity is equivalent to the total determination coefficient in path analysis.

In this study the magnitude of the value of Q^2 is equal to
$Q^2 = 1 - (1 - 0.565) = 0.565$.
From the results of the $Q^{2\ calculation}$ with a result of 0.565, it can be concluded that the research model can be said to meet predictive relevance

Table 5. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
E-WOM (X1) -> SUBSCRIBE DECISION (Y)	0.327	0.328	0.081	4,022	0.000
QUALITY OF SERVICE (X2) -> SUBSCRIPTION DECISION (Y)	0.436	0.441	0.085	5.155	0.000
PRICE PERCEPTION (X3) -> SUBSCRIPTION DECISION (Y)	0.347	0.308	0.082	4,072	0.000

From the table above it can be concluded that the hypothesis states**:**

E-WOM(X1) affects Biznet Wifi Subscription Decision (Y). Sidoarjo Kota district **is acceptable**, with *path coefficients* 0.327, and the *T-statistic value* is 4.022 > 1.96 (from the table value Zα = 0.05) or the P-Value is 0.000 <0.05, with a **significant** (positive) result. Quality of Service (X1) influences the Subscription Decision (Y) Wifi Biznet in Sidoarjo City district **is acceptable**, with *path coefficients* 0.436, and the *T-statistic value* is 5.155 > 1.96 (from the table value Zα = 0.05) or the P-Value is 0.000 <0.05, with a **significant** (positive) result. Perceived Price (X3) influences the Subscription Decision (Y) Wifi Biznet in Sidoarjo Kota district **is acceptable**, with *path coefficients* 0.347, and the *T-statistic* value is 4.072 > 1.96 (from the table value Zα = 0.05) or the P-Value is 0.000 <0.05, with a **significant** (positive) result.

The Influence of E-WOM on Subscription Decisions

Based on the results of the research that has been done, it can be obtained that the E-WOM(X1) variable has an effect on Subscription Decisions (Y) at Biznet in the city of Sidoarjo with the results that E-WOM(X1) has a positive effect on Acceptable Subscription Decisions

(Y). This shows that information conveyed via social media regarding Biznet products can increase Subscription Decisions for potential customers who will subscribe to Biznet products.

The result of the descriptive analysis of the E-WOM indicator variable that has the highest percentage is I often consult with other consumers on social networking accounts regarding Biznet Home services. (X1.2), where prospective customers communicate with biznet consumers before making a Subscription Decision on Biznet products.

The results of this study are in accordance with research conducted by Elsa Riski Yunindasari (2022), indicating that the E-WOM variable has a significant direct effect on purchasing decisions. So, it can be concluded that E-WOM is one of the factors that can influence Subscription Decisions. This shows a positive impression from potential customers to consumers that E-WOM will influence potential customers in making subscription decisions for Biznet products.

Service Quality to Subscription Decisions

Based on the results of the research that has been done, it is found that the variable Service Quality (X2) influences the Subscription Decision (Y) at Biznet in the city of Sidoarjo. with the results that Service Quality has a positive effect on Biznet Subscription Decisions in the city of Sidoarjo acceptable. This shows that Price Perception is very influential for consumers in making a Biznet Subscription Decision in the city of Sidoarjo

The results of the descriptive analysis of the Variable Quality The service indicator that has the highest percentage is Biznet Home Officers who really understand the needs and difficulties of consumers (X2.4), where the quality of biznet's service in customer service biznet performs services to make consumers satisfied to make Subscription Decisions on Biznet products

The results of this study are in accordance with research conducted by Tubagus Mahendra, Dadang Hermawan (2020), showing that the service quality variable has a significant direct effect on Purchase Decisions. So, it can be concluded that service quality is one of the factors that can influence Subscription Decisions. This shows a positive impression from consumers in making subscription decisions for Biznet products.

Influence Price Perception to Subscription Decisions

Based on the results of the research that has been done, it is found that the variable Price Perception (X3) influences the Subscription Decision (Y) of Biznet in the city of Sidoarjo with the result that Price Perception has a positive effect on the Decision to Subscribe to Biznet in the city of Sidoarjo acceptable. This shows that Price Perception is very influential for consumers to make a Biznet Subscription Decision in the city of Sidoarjo.

The results of the descriptive analysis of the price perception variable the indicator that has the highest percentage is the price offered by Biznet Home wifi which is quite competitive (X3.4) where consumers feel the prices of Biznet products are quite competitive with similar products so that consumers make a decision to subscribe to Biznet in the city of Sidoarjo.

The results of this study are in accordance with research conducted by Rifky Abimanyu, Cecep Hermana (2023), showing that the price perception variable has a significant direct effect on purchasing decisions. So, it can be concluded that price perception is one of the factors that can influence subscription decisions. This shows a positive impression from consumers in making decisions to subscribe to Biznet products.

CONCLUSION

Based on the test results using PLS to test E-WOM, Service Quality and Perceived Price on Subscription Decisions Wifi Biznet Home in Sidoarjo City, it can be concluded that: Based on the research results, it can be concluded that E-WOM contributes to the decision to subscribe to Biznet in Sidoarjo City. More and more reviews and comments mentioning Biznet products can encourage subscription decisions for what has been provided by Biznet. Based on the research results, it can be concluded that service quality contributes to Biznet subscription decisions in Sidoarjo City. The quality of customer service to consumers makes consumers feel satisfied which can encourage Subscription Decisions for what has been provided by Biznet. Based on the research results it can be concluded that Price Perception contributes to Purchase Decisions. Price comparisons made by consumers for similar products encourage consumers to make subscription decisions based on the prices set by Biznet.

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