

PENGARUH BRAND TRUST, BRAND PREFERENCE, PRODUCT QUALITY, DAN BUYING DECISION Wi-Fi BJ.NET (STUDI KASUS PADA KONSUMEN BJ.NET DESA DUDUK SAMPEYAN)

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ABSTRAK

Wi-Fi merupakan salah satu teknologi jaringan nirkabel yang banyak digunakan pada saat ini, dimana koneksi internet dapat berlangsung tanpa media kabel dengan kecepatan yang tinggi. Wi-Fi menjadi salah satu teknologi alternatif yang relatif lebih mudah untuk digunakan di lingkungan rumah, kampus, kafe, lingkungan kerja, dan ditempat umum lainnya, dengan adanya teknologi ini seseorang dapat mengakses jaringan internet melalui perangkat di berbagai lokasi. Salah satu perusahaan produk pelayanan jaringan internet sebagai provider lokal yang cukup menarik perhatian peneliti yaitu BJ.net (Berkah Jaya Net) yang mana berdiri pada tahun 2019, bertempat di Desa Dungus, Kecamatan Cerme, Kabupaten Gresik. BJ.net ini terbilang cukup baru berdiri dan pendatang baru produk layanan internet yang masuk di Desa Duduk Sampeyan ini juga langsung menjadi provider yang dipilih masyarakat, yang sebelumnya terdapat juga provider internet yang lebih dulu ada di Desa Duduk Sampeyan, akan tetapi provider internet BJ.net yang dipilih dan namanya menjadi melekat di Desa tersebut. Penelitian ini bertujuan untuk melihat pengaruh dari Brand Trust, Brand Preference dan Product Quality terhadap Buying Decision Wifi BJ.net studi kasus pada konsumen BJ.net desa Duduk Sampeyan. Sampel yang digunakan dalam penelitian ini 51 responden. Teknik pengambilan sampel menggunakan non probability sampling dan sampel jenuh. Kuesioner digunakan untuk pengumpulan data. Pengolahan data dalam penelitian ini menggunakan program SPSS *for windows*. Hasil menunjukkan variabel *brand trust*, *brand preference*, dan *product quality* berpengaruh secara bersama-sama terhadap *buying decision* Wifi BJ.net di Desa Duduk Sampeyan. *Brand trust* tidak berpengaruh terhadap *buying decision* pada konsumen Wifi BJ.net di Desa Duduk Sampeyan. *Brand preference* berpengaruh terhadap *buying decision* pada konsumen Wi-Fi BJ.net di Desa Duduk Sampeyan dan *product quality* berpengaruh terhadap *buying decision* pada konsumen Wi-Fi BJ.net di Desa Duduk Sampeyan.

Kata kunci : *Brand Trust, Brand Preference, Product Quality, Buying Decision.*

THE EFFECT OF BRAND TRUST, BRAND PREFERENCE, PRODUCT QUALITY, AND BUYING DECISION BJ.NET Wi-Fi (CASE STUDY ON BJ.NET CONSUMERS IN SAMPEYAN VILLAGE)

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ABSTRACT

Wi-Fi is a wireless network technology that is widely used today, where internet connections can take place without wired media at high speeds. Wi-Fi is one of the alternative technologies that is relatively easier to use in the home environment, campus, cafes, work environments, and other public places, with this technology one can access the internet network through devices in various locations. One of the internet network service product companies as a local provider that has attracted the attention of researchers is BJ.net (Berkah Jaya Net) which was established in 2019, located in Dungus Village, Cerme District, Gresik Regency. BJ.net is fairly new and this newcomer to the internet service product that entered the village of Sit Sampeyan also immediately became the provider chosen by the community, previously there were also internet providers that existed in the village of Sit Sampeyan, but the internet provider BJ. net is selected and his name becomes attached to the Village. This study aims to see the effect of Brand Trust, Brand Preference and Product Quality on Buying Decision Wi-Fi BJ.net case study on BJ.net consumers in the village of Sit Sampeyan. The sample used in this study was 51 respondents. The sampling technique used non-probability sampling and saturated samples. Questionnaires were used for data collection. The data processing in this study uses the SPSS for windows program. The results show that the variables of brand trust, brand preference, and product quality have an effect on buying Wi-Fi BJ.net in the village of Sit Sampeyan. Brand trust has no effect on buying decisions for BJ.net Wi-Fi consumers in the village of Sit Sampeyan. Brand preference affects the buying decision of BJ.net Wi-Fi consumers in Sit Sampeyan Village and product quality affects buying decisions of BJ.net Wi-Fi consumers in Sit Sampeyan Village.

Keywords : *Brand Trust, Brand Preference, Product Quality, Buying Decision.*