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ANALYSIS OF FACTORS THAT PURCHASE INTENTION IN TELECOMMUNICATION SERVICE IN BATAM CITY

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Abstract

Telecommunication services or cellular operators are service products that provide facilities for cellphone users to communicate. In accordance with the development of technology at this time facilities from mobile operators can be in the form of SMS, internet access and so on.

The research object used was a total of 300 respondents who asked questions to the population of users of telecommunications services in the city of Batam. The research method used is non-probability sampling method with purposive sampling technique, namely the selection of respondents based on the criteria that have been determined, the intended criteria are users of telecommunications services in the city of Batam.

The results of this study are perceived product quality has a negative effect on purchase intention, customer satisfaction has a positive effect on purchase intention, online advertising has a negative effect on purchase intention, e-wom has a positive effect on purchase intention, and price has a positive effect on purchase intention.

Keywords:

Telecommunication services, perceived product quality, prices, e-wom, online advertising, customer satisfaction, intention to buy.