

The Influence of Price and Network Quality on The Decision of Tri Card Users (A Case Study of Tri Card Consumers in Pondok Baru Village)

Karimi^{1*}, Hayanuddin Safri², Rizkha Maulana³, Denny Firmansyah⁴

^{1,3}Fakultas Ekonomi, Manajemen, Universitas Muhammadiyah mahakarya aceh, Bireuen, Indonesia

²Fakultas Ekonomi, Pasca Sarjana Manajemen, Universitas Labuhanbatu, Rantauprapat, Indonesia

⁴ Fakultas Ilmu Sosial dan Ilmu Politik, Administrasi Publik, Adm Bisnis, Universitas Al Muslim, Bireuen, Indonesia

*Corresponding Author:

Email: karimigayo81@gmail.com

Abstract.

This study aims to determine the effect of price and network quality on user decisions. Respondents in this study were 70 people from the village of Central Pondok Baru who used the Tri cellular card. Based on the results of multiple linear regression analysis, it was concluded that price and network quality had an effect on usage decisions. In this study using research instruments in the form of validity and reliability tests. Validity means that the instrument can be used to measure what it is supposed to measure. While the instrument reliability means that when used to measure many times will produce the same data. Based on the results of the t test and significance, it is known to have a T Count of 3.327 and a significant level of 0.01 is less than 0.05. It can be concluded that the price variable partially has a significant effect on the user decision variable. This means, the results of the t-test also show the partial influence of network quality on user decisions based on the results of the t-test of 3,048 and a significant level of 0.03 which is smaller than 0.05, so it can be concluded that the product quality variable partially has a significant effect on usage decisions. The results of the F test or t test (simultaneous) show that the variables are price and user quality. This can be seen from the Fhitung of 16.106 > Ftable of 3.13 (16.106 > 3.13).

Keywords: Internet; Variables; Validity Test and Reliability Test.

I. INTRODUCTION

The development of technology in Indonesia in the current digital era has grown rapidly, providing positive impacts on the Indonesian economy. In the past, people required a considerable amount of time to send messages and had to travel long distances. Today, in an increasingly modern era of communication technology, delivering messages no longer takes a long time. Within minutes or even seconds, messages can be received by others. The internet has also become a crucial necessity during the COVID-19 pandemic, as it enables easy and fast access to information and communication. This is due to the decision of the Ministry of Education and Culture requiring students to carry out learning activities from home using online systems as learning media. Therefore, fast and uninterrupted internet services are needed to obtain the required information easily. Network quality is also an important factor in determining user decisions. Network quality is closely related to consumer behavior in deciding whether to purchase a product or not. Consumers pay attention to the speed and reliability of internet networks. Available network technologies range from 2G, 3G, and 4G to the currently emerging 5G LTE. The stability of the Tri cellular network in Pondok Baru.

Village experiences several issues, including slow network access and, in some areas, the inability to access the Tri cellular network at all. This situation is frequently complained about by consumers living in areas with poor network stability, causing them to switch to other cellular providers that offer better access in those areas. Even in areas where the Tri cellular network is accessible, network stability disturbances still occur, such as during high internet traffic density or when many users are simultaneously accessing the internet, resulting in weakened signal strength. Adverse weather conditions, such as heavy rainfall, also affect network access, causing slow connections or even complete loss of access. In addition, fraud conducted in the name of Tri

cellular services still occurs. Tri provides the Bima+ service, where users receive reward coupons for every Tri credit top-up, which has been exploited by irresponsible individuals. These issues contribute to the reduced consumer decision to use Tri cellular cards.

II. RESULT AND DISCUSSION

In this study, research instruments in the form of validity and reliability tests were used. According to Sugiyono (2012: 177), a valid instrument means that the measuring tool used to obtain data is valid. Validity indicates that the instrument is capable of measuring what it is intended to measure. Meanwhile, a reliable instrument means that when it is used repeatedly, it will produce consistent results.

a) Validity Test

The validity test is used by researchers to measure the data obtained after the research, ensuring that the data are valid based on the measurement instrument used, namely the questionnaire. Validity means that the data obtained through the questionnaire are able to address the research objectives. The method used to test the level of validity is internal validity, which examines whether there is consistency among the parts of the instrument as a whole. This is measured using item analysis. The validity test calculation was conducted with the assistance of SPSS (Statistical Product and Service Solutions) version 22. The results of the calculated correlation coefficient (r), or the corrected item-total correlation, are then compared with the critical r value or $r(\alpha, n-2)$, where α is set at 5% and n represents the number of respondents. The validity testing is conducted based on the following criteria:

1. If $r_{\text{calculated}} > r_{\text{table}}$, the question item is considered valid.
2. If $r_{\text{calculated}} < r_{\text{table}}$, the question item is considered invalid.

b) Reliability Test

The reliability test indicates the level of consistency or dependability of a research instrument. A reliable instrument is one that, when used repeatedly to measure the same object, produces consistent results (Sugiyono, 2012: 177). The reliability test demonstrates the consistency of respondents' answers in the questionnaire. This test is conducted after the validity test, and only valid question items are included in the reliability analysis. The reliability test was calculated with the assistance of SPSS (Statistical Product and Service Solutions) version 22 to examine the reliability of each instrument used. The researcher employed the Cronbach's alpha (α) coefficient. An instrument is considered reliable if the Cronbach's alpha value is greater than the r_{table} value. The reliability testing was conducted based on the following criteria:

1. If $r_{\alpha} (\text{positive}) > r_{\text{table}}$, the question item is considered reliable.
2. If $r_{\alpha} (\text{negative}) < r_{\text{table}}$, the question item is considered unreliable.

The results of this study are consistent with and align with previous research conducted by Ade Irma Novia in her 2019 undergraduate thesis, which examined the influence of price and network quality on the intention to purchase Tri internet starter packs among students of the Faculty of Sharia at IAIN Ponorogo.

1.1 Respondent Characteristics

The respondents in this study are Tri card users in Pondok Baru Village, Bener Meriah Regency, with a total of 70 users. The following presents the data on respondent characteristics viewed from several aspects:

Table 1. Respondent Characteristics Based on Gender

Jenis Kelamin	Frekuensi	Presentase (%)
Male	38	54
Female	32	46
Jumlah	70	100

Source: Processed Data (Researcher, 2025)

Based on Table 4.2.1 above, it can be seen that Tri cellular card users in Pondok Baru, Bener Meriah Regency consist of 38 male users (54%), while female users total 46 people (46%).

1.1.1 Respondent Characteristics Based on Age

Tabel 2. Respondent Characteristics Based on Age

Usia (Tahun)	Frekuensi	Persentase(%)
15-29	48	68.6
30-41	15	21.4
42-60	7	10
Jumlah	70	100

Processed Data (Researcher, 2025)

Based on Table 4.2.2 above, it can be seen that Tri cellular card users by age, who also serve as respondents in this study, consist of 48 individuals aged 15–29 years (68.6%), 15 individuals aged 30–41 years (21.4%), and 7 individuals aged 42–60 years (10%).

1.1.2 Respondent Characteristics Based on Education Level

Tabel 3. Respondent Characteristics Based on Education Level

Pendidikan	Frekuensi	Persentase (%)
Elementary School	8	11
Junior High School	25	37
Senior High School	24	34
Bachelor's Degree	13	18
Jumlah	70	100

Based on the table above, it can be seen that Tri card users in Sipare-pare Tengah Village with an elementary school education total 8 people (11%), those with a junior high school education total 25 people (37%), those with a senior high school education total 24 people (34%), and those with a bachelor's degree total 13 people (18%).

1.1.3 Respondent Characteristics Based on Occupation

Tabel 4. Respondent Characteristics Based on Occupation

Pekerjaan	Frekuensi	Presentasi
Student	26	37
University Student	11	15.7
Farmer	8	8
Entrepreneur / Self-Employed	15	24.4
Housewife / Homemaker	10	14.2
Jumlah	70	100

Processed Data (Researcher, 2025)

Based on the table above, it can be seen that Tri card users based on occupation consist of 26 students (37%), 11 university students (15.7%), 8 farmers (8%), 15 self-employed individuals (24.4%), and 10 housewives (14.2%).

1.2 Descriptive Analysis

Descriptive analysis is one of the analytical methods used in research, in which data are arranged and grouped, then analyzed to obtain an overview of the problem being studied.

1.2.1 Descriptive Statistical Analysis of the Price Variable (X)

Respondents' perceptions of the price variable (X) can be seen in Table 2.5 below, as follows:

Tabel 5. Respondents' Responses to the Price Variable

Butir Pertanyaan	SS(5)		S(4)		KS(3)		TS(2)		STS(1)		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
1	1	1.4	59	84.2	8	11.4	-	-	-	-	70	100
2	2	2.8	50	71.4	18	25.7	-	-	-	-	70	100
3	5	7.1	50	71.4	14	21.4	-	-	-	-	70	100
4	3	4.2	56	80	11	15.7	-	-	-	-	70	100
5	7	10	57	81.4	7	8.5	-	-	-	-	70	100

Processed Data (Author, 2025)

Tabel 2.5 shows that:

1. Of the 70 respondents, 1.4% strongly agree that the price of Tri cellular cards meets the expected outcomes, while 84.2% agree and 11.4% somewhat disagree.
2. Of the 70 respondents, 2.8% strongly agree that the price of Tri cellular cards corresponds to the existing quality, while 71.4% agree and 25.7% somewhat disagree.
3. Of the 70 respondents, 21.4% strongly agree that the price of Tri cellular cards is affordable for all consumers, while 71.4% agree and 21.4% somewhat disagree.
4. Of the 70 respondents, 15.7% strongly agree that Tri card prices vary, while 80% agree and 15.7% somewhat disagree.
5. Of the 70 respondents, 8.5% strongly agree that the price of Tri cellular cards is competitive with similar products, while 81.4% agree and 10% somewhat disagree.

1.2.2 Descriptive Statistical Analysis of the Network Quality Variable

Respondents' perceptions of the network quality variable (X) can be seen in Table 2.6 below, as follows:

Butir Pertanyaan	S(5)		S(4)		KS(3)		TS(2)		STS(1)		Total												
	F	%	F	%	F	%	F	%	F	%	F	%											
1. Butir	SS(5)	4.2	57	S(4)	81.4	10	KS(3)	19.2	-	TS(2)	-	-	STS(1)	(1)-	70	Total	100						
2. Pertanyaan	F	-	%	60	F	85.	%	10	F	19.	%	-	F	-	%	-	F	-	%	70	F	100	%
3	1	1	2.	1.4	46	59	65.	84.2	22	8	31.	11.4	-	-	-	-	-	-	-	70	70	100	100
4	2	2	2.	2.8	50	50	71	71.4	18	18	25.	25.7	-	-	-	-	-	-	-	70	70	100	100
5	3	15	2.	21.4	45	50	64.	71.4	23	15	32.	21.4	-	-	-	-	-	-	-	70	70	100	100
	4	11	15.7		56	80		11	15.7		-	-		-	-		-	70		100			
	5	6	8.5		57	81.4		7	10		-	-		-	-		-	70		100			

Tabel 6. Respondents' Responses to the Network Quality Variable Source: Processed Data (Author, 2025)

Tabel 6 shows that:

1. Of the 70 respondents, 1.4% strongly agree that the quality of the Tri cellular network is stable, while 84.2% agree and 11.4% somewhat disagree.
2. Of the 70 respondents, 2.8% strongly agree that the network coverage reaches remote areas in Pondok Baru Village, while 71.4% agree and 25.7% somewhat disagree.
3. Of the 70 respondents, 7.1% strongly agree that the Tri cellular network can be accessed during adverse weather conditions or rainfall, while 71.4% agree and 21.4% somewhat disagree.
4. Of the 70 respondents, 4.2% strongly agree that the voice quality during phone calls is very good, while 80% agree and 15.7% somewhat disagree.
5. Of the 70 respondents, 10% strongly agree that the internet speed of Tri cellular cards is consistent with what is offered, while 81.4% agree and 8.5% somewhat disagree.

1.2.3 Descriptive Statistical Analysis of the User Decision Variable (Y)

Respondents' perceptions of the user decision variable (Y).

Of the 70 respondents, 4.2% strongly agree that they use Tri cellular cards due to personal needs, while 81.4% agree and 19.2% somewhat disagree.

1. Of the 70 respondents, 85.7% agree that they use Tri cellular cards based on recommendations from friends or relatives, while 19.2% somewhat disagree.
2. Of the 70 respondents, 2.8% strongly agree that they decided to use Tri cellular cards after comparing them with other products, while 65.7% agree and 31.4% somewhat disagree.
3. Of the 70 respondents, 2.8% strongly agree that they decided to use Tri cellular cards after seeing the promotional packages offered, while 71% agree and 25.7% somewhat disagree.
4. Of the 70 respondents, 2% strongly agree that they will continue to use Tri cellular cards repeatedly, while

64.2% agree and 32.8% somewhat disagree.

1.3 Instrument Validity and Reliability Tests

In this study, research instruments in the form of validity and reliability tests were used. According to Sugiyono (2012: 177), a valid instrument is a measurement tool used to obtain data that accurately measures what it is intended to measure. Meanwhile, a reliable instrument is one that produces consistent results when used repeatedly.

1.3.1 Validity Test

The validity test is used by researchers to assess whether the data obtained after the research are valid based on the measurement instrument used, namely the questionnaire. Validity means that the data obtained through the questionnaire are able to address the research objectives. The calculated correlation coefficient ($r_{\text{calculated}}$) is then compared with the critical r value or $r(\alpha, n-2)$, where α is set at 5% and $n = 70$. Thus, $r_{\text{table}}(5\%, 70-2) = 0.235$. The validity testing is conducted based on the following criteria:

1. If $r_{\text{calculated}} > r_{\text{table}}$, the statement item is considered valid.
2. If $r_{\text{calculated}} < r_{\text{table}}$, the statement item is considered invalid.

In this study, the research instrument was tested by administering a questionnaire containing 15 questions to 70 Tri card users in Pondok Baru Village as a comparison in testing the research instrument.

1.3.1.1 Validity Test of the Price Variable (X)

The price variable consists of five question items answered by respondents, which were then processed using SPSS version 22 to obtain the $r_{\text{calculated}}$ values for comparison with the r_{table} value. The results are presented in the table below:

Tabel 8. Validity Test of the Price Variable

Question Items	Nilai r_{hitung}	Nilai r_{tabel}	Validitas
P1	0,542	0,235	Valid
P2	0,731	0,235	Valid
P3	0,554	0,235	Valid
P4	0,452	0,235	Valid
P5	0,368	0,235	Valid

Source: Processed Data (using SPSS version 31; 2025)

The table above shows that the r_{table} value for a sample of 70 respondents is 0.235. All $r_{\text{calculated}}$ values are greater than the r_{table} value of 0.235; therefore, it can be concluded that all five question items of the price variable are valid.

1.3.1.2 Validity Test of Network Quality (X)

The network quality variable consists of five question items answered by respondents, which were then processed using SPSS version 31 to obtain the $r_{\text{calculated}}$ values for comparison with the r_{table} value. The results are presented in the table below

Tabel 9. Validity Test of the Network Quality Variable (X)

Question Items	Nilai r_{hitung}	Nilai r_{tabel}	Validitas
P1	0,579	0,235	Valid
P2	0,644	0,235	Valid
P3	0,621	0,235	Valid
P4	0,520	0,235	Valid
P5	0,568	0,235	Valid

Source: Processed Data (using SPSS version 31; 2025)

The table above shows that the r_{table} value for a sample of 70 respondents is 0.235. All $r_{\text{calculated}}$ values are greater than the r_{table} value of 0.235; therefore, it can be concluded that all five question items of the network quality variable are valid.

1.3.1.3 Validity Test of User Decision (Y)

The user decision variable consists of five question items answered by respondents, which were then processed using SPSS version 31 to obtain the $r_{\text{calculated}}$ values for comparison with the r_{table} value. The results are presented in the table below

Tabel 10. Validity Test of the User Decision Variable (Y)

Question Items	Nilai r_{hitung}	Nilai r_{tabel}	Validitas
P1	0,413	0,235	Valid
P2	0,370	0,235	Valid
P3	0,587	0,235	Valid
P4	0,514	0,235	Valid
P5	0,367	0,235	Valid

Source: Processed Data (using SPSS version 31; 2025)

The table above shows that the r_{table} value for a sample of 70 respondents is 0.235. All $r_{\text{calculated}}$ values are greater than the r_{table} value of 0.235; therefore, it can be concluded that all five question items of the user decision variable are valid.

1.3.2 Reliability Test

This test is conducted after the validity test, and only valid question items are included. The reliability test was calculated with the assistance of SPSS (Statistical Product and Service Solutions) version 22 to examine the reliability of each instrument used. The researcher employed the Cronbach's alpha (α) coefficient. An instrument is considered reliable if the Cronbach's alpha value is greater than 0.2319, which is derived from the r_{table} value. The results of the reliability tests for all variables are as follows

1.3.2.1 Reliability Test of the Price Variable

The Cronbach's alpha value for the price variable is 0.690. Therefore, the question instrument for the price variable can be considered reliable because the Cronbach's alpha value is greater than 0.2319. This indicates that respondents' answers to the price-related question items are consistent.

1.3.2.2 Reliability Test of Network Quality

Reliability Statistics

Tabel 2.12. Reliability Test of Network Quality

Cronbach's Alpha	N of Items
.725	6

Source: Processed Data (using SPSS version 31; 2025)

Based on the table above, the Cronbach's alpha value for the network quality variable is 0.725. Therefore, the question instrument for the network quality variable can be considered reliable because the Cronbach's alpha value is greater than 0.2319. This indicates that respondents' answers to the network quality question items are consistent. The price variable can be considered consistent.

1.3.2.3 Reliability Test of User Decision

Tabel 2.13. Reliability Test of User Decision

Reliability Statistics

Cronbach's Alpha	N of Items
.606	6

Source: Processed Data (using SPSS version 31; 2025)

Based on the table above, the Cronbach's alpha value for the user decision variable is 0.606. Therefore, the question instrument for the user decision variable can be considered reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.690	6

2.4.1 Uji Normalita

It is considered reliable because the Cronbach's alpha value for the price variable is greater than 0.2319. This indicates that respondents' answers to the price-related question items are consistent.

In the normality test calculation, two tests were conducted, namely:

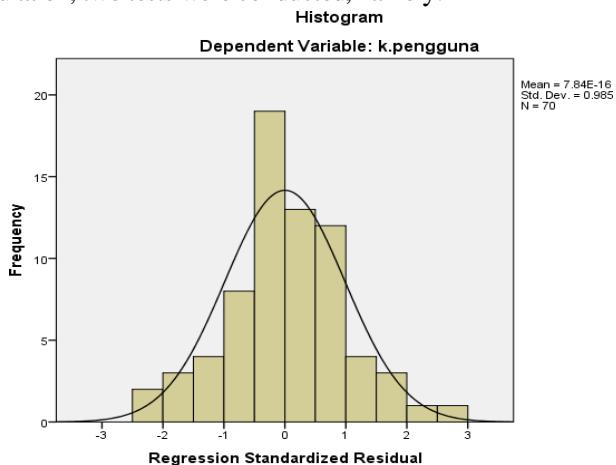


Fig 1. Results of the Normality Test Using a Histogram

The display in the figure above shows a normal distribution pattern, as the data are evenly distributed to the right and left.

2.4.2 Normality Test Using a Probability Plot

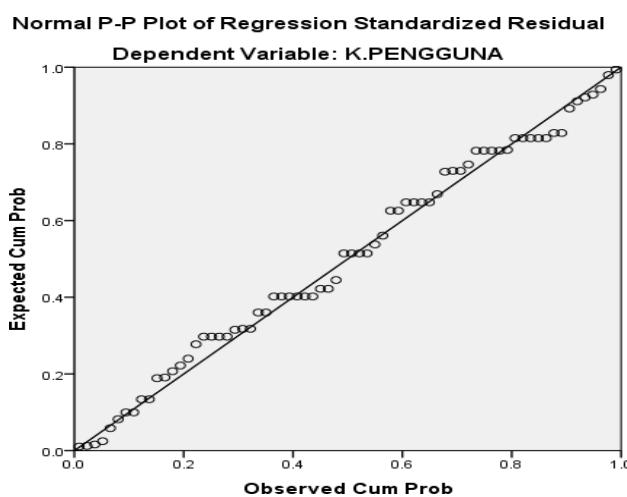


Fig 2. Results of the Normality Test Using a Probability Plot

From the figure above, it can be seen that the points are distributed around the diagonal line. Based on this graph, it can be concluded that the regression model satisfies the classical assumption.

2.4.3 Multicollinearity Test

Tabel 2.14. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	8.260	1.886		4.379	.000		
Harga	.299	.090	.359	3.327	.001	.864	1.157
K.JARINGAN	.248	.082	.329	3.048	.003	.864	1.157

a. Dependent Variable: User Decision

Source: Processed Data (using SPSS version 31; 2025)

Based on the results in the table above, the VIF values for the price and network quality variables are less than 10, namely 1.157 and 1.157, respectively, while the tolerance values are greater than 0.1, namely 0.864 and 0.864. This indicates that the independent variables in this study are not correlated with each other, meaning there is no multicollinearity among the variables.

2.5 Multiple Linear Regression Test

Multiple linear regression analysis is used to examine the influence of the price and network quality variables on user decisions. Based on the results shown in Table 2.14, the multiple linear regression analysis yields the following equation

$$Y = (8.260) + 0.299 X_1 + 0.248 X_2$$

Dimana:

Y = User Decision

X_1 = Price

X_2 = Network Quality

It can be concluded that the results of the multiple linear regression analysis show that the dependent variable is influenced by the independent variables, as each independent variable has a positive coefficient, indicating a positive effect.

2.6 F-Test (Simultaneous Test)

The F-test is conducted to analyze the simultaneous effect of the price and network quality variables on user decisions. Based on the results of data processing using SPSS version 31, the following table is obtained:

Tabel 2.15. Results of the F-Test

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	24.602	2	12.301	16.106	.000 ^b
Residual	51.170	67	.764		
Total	75.771	69			

a. Dependent Variable: User Decision

b. Predictors: (Constant), Network Quality , Price

Source: Processed Data (using SPSS version 31; 2025)

Stages of the F-Test :

1. H_0 = Price and network quality do not simultaneously affect user decisions.

H_a = Price and network quality simultaneously affect user decisions.

2. Determining the level of significance (α) and F_{table}

The level of significance in this study is 5% or 0.05. The F distribution table is determined at $\alpha = 5\%$ with $df_1 = 3 - 1 = 2$ and $df_2 = (n - k - 1)$ or $(70 - 2 - 1) = 67$, resulting in an F_{table} value of 3.

3. Determining $F_{calculated}$ using SPSS

Based on Table 4.5.2, the $F_{calculated}$ value for the price and network quality variables is 16.106.

4. Testing criteria

If $F_{calculated} < F_{table}$, then H_0 is accepted and H_a is If $F_{calculated} > F_{table}$, then H_0 is rejected and H_a is accepted

5. Conclusion

Based on the calculation results, $F_{calculated} = 16.106 > F_{table} = 3.13$ ($16.106 > 3.13$). Therefore, H_0 is rejected and H_a is accepted, meaning that price and network quality simultaneously have a significant effect on user decisions.

2.7 t-Test (Partial Test)

The t-test is conducted to analyze the partial effect of price and network quality on user decisions. Based on statistical calculations using SPSS version 31 as presented in Table 4.5, the following results are obtained:

1. Price Variable

The stages of the t-test are as follows:

a) Formulating the hypotheses H_0 and H_a

H_0 = Price does not affect user decisions.

H_a = Price affects user decisions.

b) Determining the level of significance (α) and t_{table}

The level of significance in this study is 5% or 0.05. The t distribution t_{table} is determined at $\alpha = 5\%$ with degrees of freedom (df), where $df = n - 2$ or $70 - 2 = 68$, resulting in a t_{table} value of 0.67817.

c) Determining $t_{calculated}$ using SPSS

Based on Table 4.5.2, the $t_{calculated}$ value for the price variable is 3.327.

d) Testing criteria

If $t_{calculated} > t_{table}$, then H_0 is rejected and H_a is accepted.

If $t_{calculated} < t_{table}$, then H_0 is accepted and H_a is rejected.

e) Conclusion

Based on the calculation results, $t_{calculated} = 3.327 > t_{table} = 0.67817$ ($3.327 > 0.67817$). Therefore, H_0 is rejected and H_a is accepted, indicating that price has a significant effect on user decisions.

2. Network Quality Variable

The stages of the t-test are as follows:

a) Formulating the hypotheses H_0 and H_a

H_0 = Network quality does not affect user decisions.

H_a = Network quality affects user decisions.

b) Determining the level of significance (α) and t_{table}

The level of significance in this study is 5% or 0.05. The t distribution table is determined at $\alpha = 5\%$ with degrees of freedom (df), where $df = n - 2$ or $70 - 2 = 68$, resulting in a t_{table} value of 0.67817.

c) Determining $t_{calculated}$ using SPSS Based on Table 4.5.2, the $t_{calculated}$ value for the network quality variable is 3.048

d) Testing criteria

If $t_{calculated} > t_{table}$, then H_0 is rejected and H_a is accepted.

If $t_{calculated} < t_{table}$, then H_0 is accepted and H_a is rejected.

e) Conclusion

Based on the calculation results, $t_{calculated} = 3.048 > t_{table} = 0.67817$ ($3.048 > 0.67817$). Therefore, H_0 is rejected and H_a is accepted, indicating that network quality has a significant effect on user decisions.

2.8 Coefficient of Determination Test

The coefficient of determination is used to determine the magnitude of the influence of the independent variables, namely price and network quality, on user decisions. Based on the analysis of the coefficient of determination, the following results are obtained

Tabel 2.16. Results of the Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.305	.87391

a. Predictors: (Constant), K. Network Quality, h Price

b. Dependent Variable: K. User Decision

Based on Table 4.8 above, it can be seen that the Adjusted R Square value obtained is 0.305 or 30.5%. This indicates that the percentage contribution of the influence of the independent variables (price and network quality) on the dependent variable (user decision) is 30.5%, while the remaining 69.5% is influenced by other

variables not examined in this study.

III. CONCLUSION

Based on the data analysis and discussion regarding the influence of price and network quality on the decision to use Tri cellular cards among the residents of Pondok Baru Village, the following conclusions can be drawn:

- 1 **Partially**, price has a significant effect on user decisions, with a $t_{\text{calculated}}$ value of 3.327 greater than the t_{table} value of 0.67817 ($3.327 > 0.67817$)
- 2 **Partially**, network quality has a significant effect on user decisions, with a $t_{\text{calculated}}$ value of 3.048 greater than the t_{table} value of 0.67817 ($3.048 > 0.67817$)
- 3 **Simultaneously**, price and network quality have a significant and positive effect on user decisions. This is indicated by an $F_{\text{calculated}}$ value of 16.106, which is greater than the F_{table} value of 3.13 ($16.106 > 3.13$).

REFERENCES

- [1] Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- [2] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- [3] Tjiptono, F. (2015). *Strategi Pemasaran*. Andi Offset.
- [4] Lupiyoadi, R. (2018). *Manajemen Pemasaran Jasa* (4th ed.). Salemba Empat.
- [5] Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill.
- [6] Stanton, W. J. (2012). *Fundamentals of Marketing*. McGraw-Hill.
- [7] Ghazali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- [8] Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- [9] Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- [10] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50.
- [11] Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Pearson.
- [12] Tjiptono, F., & Chandra, G. (2016). *Service, Quality, & Satisfaction*. Andi Offset.