

# EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY

**Mohammad Suyuthi**

Institut Teknologi Dan Bisnis Asia Malang, Indonesia

**Ike Kusdiyah R**

Institut Teknologi Dan Bisnis Asia Malang, Indonesia

**Fathorrahman**

Institut Teknologi Dan Bisnis Asia Malang, Indonesia

**Email Correspondence:** [suyuthi01@gmail.com](mailto:suyuthi01@gmail.com)

## ABSTRACT

*The background of this research is to determine the satisfaction of customers who have used the zoid net network by knowing in terms of network quality, price and service from the zoid net network. The purpose of this study was to determine and analyze: the effect of internet network quality on zoid net customers in razorguling village, lumbang sub-district, pasuruan district. The effect of price on zoid net customers in razorguling village, lumbang sub-district, pasuruan district, the effect of service on zoid net customers in razorguling village, lumbang sub-district, pasuruan district. This type of research is quantitative research using SPSS software. The population in this study are zoid net customers who have subscribed for more than 6 months located in razorguling village, lumbang district, pasuruan district, the number of voucher customers is 50 customers, monthly customers are 20 customers, the number of samples is 70 customers. The data collection method in this study used a questionnaire that was distributed manually. The results of this study indicate: Network quality has a positive and significant effect on zoid net customers in Razukur village, Lumbang district, Pasuruan district, price has a positive and significant effect on zoid net customers in razorguling village, Lumbang sub-district, Pasuruan district, and service to zoid net customers in the village. razorguling, Lumbang sub-district, Pasuruan district. Network quality, price, and service simultaneously affect zoid net customers in razorguling village, lumbang sub-district, pasuruan district*

**KEYWORDS:** Internet Network Quality, Price, Service, Customer Satisfaction.



## **Introduction**

Wireless is also a wireless network that uses air as its transmission medium to transmit waves. The development of wireless has actually started a long time ago and has been scientifically proven by scientists with the discovery of radio and then continued with the discovery of radar. Then with the growing need for information for humans, the use of wireless is increasing and not only for the use of radio and radar. Currently wireless technology is growing rapidly, it can be seen by the naked eye with the increasing use of cellular phones, besides that wireless technology is also developing which is used for internet access.

Also for internet server owners, RT RW net itself has various kinds of obstacles for installation in several locations such as in rural areas or villages with lots of trees. So that internet service business actors find it difficult to spread their network, in this modern era there are many supporting tools that can help internet network business actors to expand their network more easily. Such as using point-to-point and point-to-multi-point antennas by installing a transmitter over the air with various certain distances according to the power of the tool it uses, such as that used by zoid.net.

Zoid net uses two methods, namely by using antennas for long-distance network deployment starting from 1 kilometer and the second using lan cables or fiber optic cables for distances close to the zoid net server location. In these two ways, the zoid net can spread its network from locations that have not been covered by the internet to remote areas such as highlands located in mountains with many tall trees. Wifi internet service is very much needed by the community and has become a basic need to find information and communicate. There are several wifi such as Wifi.id which is a wireless-based public internet network service or hotspot provided by PT. Indonesian Telecommunications. PT. Telekomunikasi Indonesia is one of the providers of public wireless internet services with technology based on IEEE 802.11b/g/n using work standardization at a frequency of 2.4 GHz with a speed of up to 72 Mbps and an access point with a frequency of 5 GHz with a speed of up to 300 Mbps from the access point to the Internet gateway based on best performance based on IEEE 802.11n technology. One of the service innovations provided by Telkom is the Wifi.id corner which is a public facility that provides high-speed internet access up to 100 Mbps.

There are several providers that provide ISPs for RT RW net internet service providers, such as PT. Lintas Nusantara Network, HSP net, indocyber that already has an ISP license or internet network. One of the RT RW net internet network service providers is zoid net, the zoid net was built in 2019 which is located in Cukurguling Village, Lumbang District, Pasuruan Regency. It has customers from the office segment to village communities. There are two kinds of hotspots on zoid.net, vouchers and monthly. For those who use vouchers, most of them are easy children who are in hangouts or coffee shops, and for monthly ones, most of them are from home or used alone. Most of the voucher users have internet networks distributed in coffee shops, or places to hang out. For monthly users, it is used for customers who are at

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

home or in the office, used for work, connected to smart tv, cctv, or used 24 hours in place. Locations installed by internet networks such as hotspots or vouchers are intentionally installed in crowded places, so that hotspot users can gather and use internet network services more optimally. Customer satisfaction is very important to build a more advanced business in order to increase profits for the company. Therefore, customer satisfaction to date it has become an integral part of the vision, mission, objectives, position statements, and various other things in a company that are discussed in full in the book Customer Satisfaction, Concept, Measurement, and Strategy.

Zoid net customer satisfaction is still lacking with less stable internet connection during the rainy season and during strong winds. Most of the zoid net customers are workers, so that the quality of the network is very influential on customer satisfaction. Satisfaction customers are also the responsibility of the company, so that the company can be more advanced and make the company more developed. All customers expect good service from the service or product they buy, both in terms of promotion, price, quality and service as well as service before and after buying the product/service. Customers have the right to correct information and product/service conformity with advertisements, then suitability with prices and services. For example, there is a guarantee and how long the warranty is, or the availability of a service center, as well as a guarantee if there is a discrepancy with the product/service that has been purchased or used.

In marketing, price is the most important unit. In addition, price is one of the determinants of the company's success in running its business. A successful company is judged by how much profit the company gets from the price it determines in selling its products or services. Price is the amount of money that consumers have to pay to sellers to get the goods or services they want to buy. Price is the embodiment of the value of an item or service in units of money. Price is the value given to what is exchanged. Price can also mean purchasing power to achieve satisfaction and benefits. The higher the benefits that a person feels from certain goods or services, the higher the exchange value of the goods or services. the following services.

The service from the zoid net itself for the dry season is arguably good and in the rainy season there are many complaints from customers such as the disconnection of the internet connection due to the factor of the equipment used having an effect when it rains or when the wind is strong and causes the signal to decrease, the signal traffic changes from the server to the customer's location. . At this time the zoid net to overcome this problem is still trying to find a solution so that during the rainy season there is no signal whose quality decreases, such as making additional grid antennas. The quality of the network also affects the company's financial management, so the company makes agreement rules with customers and also makes attractive promos such as examples of free installation fees or discounts for installing internet networks with certain packages. The problem faced in every company is how to satisfy the customer in accordance with the expectations and desires of the customer after making a comparison of the performance or results he feels compared to his expectations.

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

The level of customer satisfaction with an item or service will reflect the level of success of the company in marketing its products. Service is the main key to achieve success in various aspects of business or business activities engaged in services. Service will be very decisive in every activity in the community if there is competition in it. It could be that the products sold are the same or the services offered are also the same but why the response from the community can be different, all of that is due to the service to different customers.

Based on the description above, it can be seen that many factors affect customer satisfaction such as the quality of the internet network, price and service. Network quality must be maintained in order to obtain stable quality so that customers or internet network users can use it optimally. From the results of observations made, it was found that the quality of the zoid internet network there were several server points that experienced less stable internet network signal transmission. The problem faced by every company is how to satisfy customers in accordance with customer expectations and desires after making a comparison between the perceived performance or results compared to their expectations. The level of customer satisfaction with an item or service will reflect the level of success of the company in marketing its products. Customer satisfaction is highly dependent on the performance and expectations of customers (Baskara, 2015). Several communities, offices, restaurants and cafes in Razorguling Village, Lumbang District, Pasuruan Regency, mostly subscribe to the RT RW Net wifi network. This is because products such as Indihome, Biznet and others have not been able to enter the location. Based on the description of the background above, the researchers are interested in conducting research "The Effect of Internet Network Quality, Price and Service on Zoid Net Customer Satisfaction in Razor Guling Village, Lumbang District, Pasuruan Regency".

### **Internet Network Quality**

According to Waode, (2014) Network quality is a point that connects one point to point with available connections so that they can communicate between others to convey information. The internet has various kinds of networks that adapted to the technology used. Because basically every internet user have different internet speeds. Network quality indicator is speed internet, widest coverage to remote cities, and strongest coverage.

Quality is the overall characteristics and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.<sup>16</sup> According to Waode as quoted by Aprillia Bunga Cindy, network quality is a point that connects one point to another with available connections so that it can communicate others to convey information. The internet has various kinds of networks that are adapted to the technology used. Because basically every internet user has a different internet speed.

There are eight dimensions of quality developed by Garvin (1988) as cited by Tri Pujiastutik (2006) and can be used as a framework for strategic planning and analysis, especially for products. These dimensions are:

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

1. Performance of the main operating characteristics of the core product
2. Additional features or features, namely secondary or complementary characteristics
3. Reliability, which is less likely to be damaged or fail to be used
4. Conformance to specifications, namely the extent to which the design and operating characteristics meet the standards that have been previously set.
5. Durability, related to how long the product can continue to be used.
6. Serviceability, including speed, competence, convenience, easy to repair, satisfactory handling of complaints.
7. Aesthetics, namely the attractiveness of the product to the five senses.
8. Perceived quality, namely the image and reputation of the product as well as the company's responsibility to it.

The sources of quality that are commonly encountered include the following:

1. Programs, policies, and attitudes that involve commitment from top management.
2. Information systems that emphasize accuracy, both on time and in detail.
3. Product design emphasizing reliability and extensive product agreement prior to release to the market.
4. Production and labor policies emphasizing well-maintained equipment, well-trained workers, and rapid detection of irregularities.
5. Vendor management that emphasizes quality as the main goal.

### **Price**

Price is the amount of money charged for a product (goods or service), or the amount of value that consumers have to pay to benefit from the product (Kotler and Armstrong (2001) therefore, prices are generally determined by the seller or service owner. But in the art of buying and selling, buyers or consumers can bargain for prices. In marketing, price is the most important unit. This is because of the price is the exchange rate of a product or service expressed in monetary terms. Besides, the price is one of the determinants of the company's success in carrying out the company's success is judged by how much profit it earns company from the amount of the price it determines in selling its products or services With the price understanding explained, the following are some of the functions, purposes and types: - types of prices in general, According to Kotler and Armstrong (2001)

### **Price Function**

- a. Reference to the selling value of an item or service.
- b. Simplify the buying and selling process.
- c. Determinants of profit for the seller or producer.
- d. Consumer reference in assessing the quality of goods or services.
- e. Determine consumer purchasing power in decision making.

# EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY

## Purpose of Pricing

- a. Determine market share. Price determines which market share will be targeted by the seller or producer of an item or service.
- b. Increase Profits. The higher the pricing, the higher the profit earned by the seller or producer. However, consumers and producers cannot arbitrarily increase the price of goods, there must be components that are considered, such as consumer purchasing power and others.
- c. Maintaining Consumer Loyalty. To maintain consumer loyalty, sellers or producers must determine prices according to their market share.
- d. Maintaining Competitiveness. Buyers or producers set prices also to maintain competition between competitors.

## Types of Prices

- a. Subjective Price. The price is determined based on someone's opinion or opinion on the market price of goods or services to be marketed.
- b. Objective Price. The price that has been agreed upon by the seller and the buyer in a transaction.
- c. Cost of goods sold. The original price of a product before determining the profit. In other words, a value issued by the manufacturer in making the product. Selling price. The cost of goods that have been added by profit by the seller or producer.

## Services

Services can basically be defined as the activities of a person, group or organization either directly or indirectly to meet needs. Moenir (2005) says that service is a process of meeting needs through the activities of others directly. Standard in service is a measure that has been determined as a standardization of good service. In this service standard there is also a service quality standard. Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed the expectations of those who want them.

Service according to Kasmir (2017) is an act or act of a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. Service and providing support to customers according to Armistead and Clark (1999) is the ability of employees in carrying out their duties, namely providing service and support with full commitment and problem-solving skills at the time of service delivery. Rusydi (2017) argues that service quality is the company's ability to provide the best service quality compared to its competitors.

Kotler (2003) states that service is an action or performance that can be given to others. Services or better known as services can be classified as: into two namely:

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

1. *High contact service* is a classification of a service where the contact between consumers and service providers is very high, consumers are always involved in a service process the.
2. *Low contact service* classification in which the contact between a consumer and a customer is service provider is too high. Physical contact with consumers only at the front desk which is included in the classification of low contact service. Suppose there is a financial institution.

### **Customer Satisfaction**

According to Djaslim Salidin (2003), the notion of customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between impression of the performance (outcome) of a product with its expectations. According to Philip Kotler and Kevin Lane Keller (2007), consumer satisfaction is a feeling of pleasure or someone's disappointment that arises after comparing the performance (results) of different products considered with the expected performance. According to Tjiptono (2012) satisfaction consumer is a state shown by consumers when they realize that their needs and wants are in accordance with what is expected and well fulfilled. So in short the notion of customer satisfaction is something that consumers are looking for or need to satisfy a desired need needed as a product or service. Have the best product or service and Quality is the target customer. Because the better the quality of this product or service it will play an important role in attracting potential consumers Most customers will believe the company needs (loyalty). Therefore, customer satisfaction to date has become an inseparable part of vision, mission, goals, position statements, and various other things in a company which is discussed in full in the book Customer Satisfaction, Concepts, Measurement, and Strategy.

### **Benefits of Customer Satisfaction**

In doing business, customer satisfaction is very important because it will provide many benefits for the company. The following are the benefits:

#### **Increasing Likes and Loyalty to Products**

Satisfaction is the main basis for liking the products or services provided. If the customer likes the service or product, then the customer has a high probability of returning to buy the product or service. Even if they are loyal, they can recommend your product or service to others without you telling them to.

#### **Become a Point of Differentiation**

Along with the times, various companies appear with various products or services, this makes the market situation more competitive. Every company competes with each other to get the target market. One of the main differences between companies in business competition is customer satisfaction. Companies that are able to make customers the key to running their business will be able to survive in a competitive business situation. Companies must also

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

position themselves as customers. Think about why the company would recommend a product or service to others. Good service generally can create high customer satisfaction. Satisfaction is used as a point of differentiation for new consumers. Look at your new consumer behavior. Did your new customer find out about your product or service from someone else's recommendation or did he come himself. You can clearly see where your customers are coming from. New customers who buy your product or your services because of someone else's recommendation generally have better brand knowledge and brand awareness than customers who come in person.

### **Increase Revenue and Good Image**

Customers who are satisfied with the product or service of a company will continue to use the product or service. A completely satisfied customer will spend more money on your product or service than a dissatisfied customer. Satisfied customers will buy your product or service more often than dissatisfied customers. In addition to increasing revenue, satisfied customers will make the image of your product or service better and known to the public. They will not share their experience with your product or service with others without you telling them. Conversely, if they are not satisfied it will worsen the image of the product or service you offer.

## **Method**

### **Research Approach This**

Type of quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine a particular population or sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing hypotheses. Has been established (sugiyono argues 2010).

The purpose of this study is to determine whether there is an influence between internet network quality, price and service to customers. In this quantitative descriptive study, the author uses more than one variable to measure the effect of zoid net customer satisfaction in the village of razorguling, lumbang district, pasuruan district. The data collection technique used is a questionnaire/questionnaire in the form of a statement given to the respondent to be filled in according to the actual situation.

### **Research Place and Time The**

Research was conducted at ZOID.NET Cukurguling Village, Lumbang District, Pasuruan Regency. The time used to conduct this research is carried out for a period of approximately 3 (three) months, 1 month of observation, 1 month of data collection and 1 month of data processing which includes presentation in the form of a description and the guidance process takes place. The time of the study was carried out from April to June 2022.



# EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY

## Sampling Method The

Population of this study was all zoid.net customers residing in the village of razorguling, totaling 50 voucher customers and 20 monthly customers. This voucher and monthly customer has subscribed for 6 months, the only difference is that there are those who use vouchers at different times from daily to weekly to monthly. This amount is the total of all customers in the village of razorguling, voucher users and personal or monthly users. Thus, the total population at the time of distributing the questionnaire was 70 customers. The deep sampling technique is a saturated sampling technique. Saturated sampling is a sampling technique if all members of the population are used as samples (sugiyono, 2014). Thus the sample in this study amounted to 70 respondents.

## Data Collection Methods

When viewed from the data source, the data collection in this study used primary sources. The primary source is the source of data directly obtained from the first source, namely zoid net customers in the village of razorguling, lumbang district, pasuruan district through a questionnaire (questionnaire). The data from the questionnaire distribution which is the respondents' answers to the questionnaires submitted are then tested for the validity and reliability of the instrument and analyzed using multiple linear regression analysis

## Data Analysis Techniques Data

analysis is the process of organizing and sorting data into patterns, categories, and basic units of description so that they can be found. themes and a working hypothesis can be formulated. The analysis data used in this study is quantitative data analysis. Data analysis is presented in the form of numbers which are then explained and interpreted in a description. In this study, data analysis is an activity after data from all respondents or other data sources are collected. Data analysis to answer the hypothesis proposed in this study using multiple linear regression analysis. Linear regression analysis is used to predict how the influence of the independent variable on the dependent variable.

## Result

**Table 1 Test the Validity of the Network Quality Variable**

<b>Pearson</b>	<b>Correlation</b>	<b>Sig</b>	<b>Information</b>
X <sub>1</sub> 0.753	1.1	0.000	Valid
X <sub>2</sub> 0.811	1.2	0.000	Valid
X <sub>3</sub> 0.711	Valid	0.000	X
X <sub>4</sub> 0.811	0.878	0.000	Valid
X <sub>5</sub> 1.5	Based	0.000	Valid

Based on the table above that each question on the network quality variable shows significant results with an error rate of 5% or r count greater than r table so that each statement submitted is valid to measure the network quality variable.

**EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

**Table 2 Price Variable Validity Test**

<b>Pearson</b>	<b>Correlation</b>	<b>Sig</b>	<b>Information</b>
X2.1.1	0,680	0.000	Valid
X2.2	0.661	0.000	Valid
X2.3	0.668	0.000	Valid
X2.4	0.652	0.000	Valid
X2.5	0.730	0.000	Valid

Based on the table above, each question on the price variable shows significant results with an error rate of 5% or r count is greater than r table so that every statement submitted is valid to measure the price variable.

**Table 3 Service Quality Variable Validity Test**

<b>Pearson</b>	<b>Correlation</b>	<b>Sig</b>	<b>Information</b>
X2.1.1	0,586	0.000	Valid
X2.2	0.659	0.000	Valid
X2.3	0.734	0.000	Valid
X2.4	0.664	0.000	Valid
X2.5	0.743	0.000	Valid

Based on the table above that each question on the service variable shows significant results with an error rate of 5% or r count more greater than r table so that every statement submitted is valid to measure the service variable. d) Test the Validity of the Customer Satisfaction Variable (Y)

**Table 4 Test the Validity of the Customer Satisfaction Variable**

<b>Pearson</b>	<b>Correlation</b>	<b>Sig</b>	<b>Information</b>
X2.0.653	0.542	0.836	Valid
X.2.2.1	0.836	Valid	X
X2.3	0.610	0.836	Valid
X2.2.5	690	0.836	Valid

Table above that each question on the customer satisfaction variable shows significant results with an error rate of 5% or r count is greater than r table so that each statement submitted is valid to measure customer satisfaction variables.

**Table 5 Reliability Test**

<b>Variable</b>	<b>Cronbach Alpha</b>	<b>Information</b>
Network Quality (X1)	0,915	Reliable
(X2)	0,757	Reliable
(X3)	0,828	Reliable
Customer Satisfaction (Y)	0,825	Reliable

Based on the results of reliability testing in table 5.5 shows that all the research instrument of each variable is reliable because all variables have an Alpha value greater than 0.70.

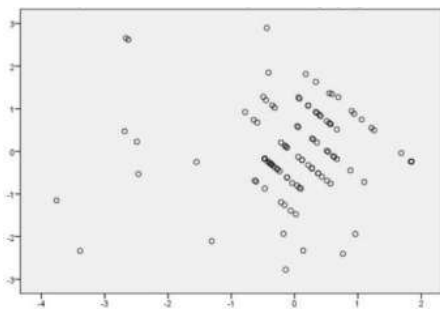
**EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

**Table 6 Test of Multicollinearity**

Variable	Tolerance	VIF	Conclusion
Internet Network Quality	0.465	2.148	Non Multicollinearity
Price	0.606	1.649	Non Multicollinearity
Service	0.607	1.647	Non Multicollinearity

The table above shows the tolerance value of the variables of internet network quality, price, and service of 0.465 respectively. 0.606, and 0.607 are more than 0.10 with the VIF values of the three variables being 2.148, 1.649 and 1.647 less than 10, so it can be concluded that the regression model formed does not detect multicollinearity, so that the non-multicollinearity assumption is fulfilled.

**Figure 1 Scatterplot**



That each observation point is spread out and does not form a pattern, it can be concluded that there is no heteroscedasticity in

**Hypothesis Testing**

**Hypothesis Testing** is divided into two, namely simultaneous testing and partial testing, with the following results:

**1. Simultaneous Significance Test (F Statistics)**

Test) Hypothesis testing (F-test) aims to determine the joint effect of independent variables to the dependent variable. The results of hypothesis testing simultaneously obtained the calculated F value of 39.467 > F table of 2.75297 with a significance value of 0.000 < 0.05 from the F test, which means that the quality of the internet network, price and service together have a significant influence on customer satisfaction.

**2. Individual Parameter Significance Test (t Test Statistics)**

The t test aims to determine the magnitude of the effect of each independent variable individually (partial) on the dependent variable. The test results are:

**Table 7 Statistical Test t**

Variable	t count	Sig.	Conclusion
Internet Network Quality	2,468	0.016	Significant
Price	4.206	0.000	Significant
Service	3,047	0.003	Significant

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

The table above shows that the significance value of the partial test (t) on each variable of internet network quality, price and service is 0.016, 0.000 and 0.003 less than the significance value of 0.05. This means that the quality of the internet network has a significant influence on zoid net customer satisfaction. Likewise, the price and service variables also have a significant influence on zoid net customer satisfaction. Based on the model formed and the results of testing the hypotheses described above, it can be stated that the quality of the internet network, prices and services have a significant and positive effect on zoid net customer satisfaction. So that if the quality of the internet network, prices and services on the zoid net are getting better, then customer satisfaction will also be better.

### **Discussion**

Based on the results of the statistical test above, several statements can be drawn that answer the formulation of the problem in this study.

#### **1. Network Quality (X<sub>1</sub>) Has a Significantly Positive Effect on Customer Satisfaction (Y) in Zoid net**

The quality of the internet network has a positive and significant effect on customer satisfaction, so the first hypothesis which states that the quality of the internet network has a significant and positive effect on customer satisfaction has been proven and accepted.

This means that the better the network quality, the better Zoid Net customer satisfaction will be. These results support research conducted by Fadhil Hilmy (2018) which states that network quality has a positive effect on customer satisfaction.

The research conducted in this study is in accordance with the theory which states that customer satisfaction is influenced by network quality. Customer satisfaction is defined as the fulfillment of customer expectations for the services obtained. Customer satisfaction is between the perceived quality of goods or services with the desires, needs, and expectations of customers. If customer satisfaction has been achieved, then repeat purchases and loyalty will arise (Kosnan, 2020; Kotler & Keller, 2012).

#### **2. Price (X<sub>2</sub>) significant positive effect on customer satisfaction (Y)**

The Zoid net. positive and significant impact on customer satisfaction, so the second hypothesis which states that price has a significant and positive effect on customer satisfaction has been proven and accepted.

In the second variable, this is in accordance with the theory which states that if the price is in accordance with the quality given to customers, it will affect high customer satisfaction. The effect of price on customer satisfaction has a direct influence on customer satisfaction.

## **EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

The research conducted in this study is in accordance with the theory which states that customer satisfaction is also influenced by price. These results support research conducted by Agus Hermani Daryanto Seno (2018) which states that price has a positive effect on customer satisfaction.

### **3. Service (X<sub>3</sub>) has a significant positive effect on customer satisfaction (Y) on**

The Zoid net. Positive and significant impact on customer satisfaction, so the third hypothesis which states that it is suspected that service has a significant and positive effect on customer satisfaction has been proven and accepted.

That is, good or bad service quality zoid net will affect customer satisfaction. This confirms that the question items answered by the respondents get good results to support zoid net customer satisfaction in the village of razorguling, lumbang district, pasuruan district.

These results support previous research conducted by Ramadhan, Ligiya Fitria (2016) which states that service quality has a positive and significant effect on customer satisfaction.

## **Conclusion**

After conducting research on 70 customers who already use the internet network and perform data analysis, there is some information obtained. conclusions drawn from this study are as follows:

1. The quality of the internet network has a positive and significant effect on zoid net customer satisfaction in the village of razorguling, lumbang district, pasuruan district.
2. Price has a positive and significant effect on zoid net customer satisfaction in the village of Razorguling, Lumbang District, Pasuruan Regency.
3. Service has a positive and significant effect on zoid net customer satisfaction in the village of Razorguling, Lumbang District, Pasuruan Regency.

author realizes that the research that has been carried out still has many limitations, namely as follows:

1. Initially 125 respondents were planned, but only 70 respondents could take data, because at the time of data collection there were several subscribers and distributors who were withdrawn.
2. Some respondents in providing answers to the questionnaires that were distributed were still not serious and serious because filling out the questionnaire was done on the sidelines of doing activities.

Based on the conclusions of the research, the researcher conveys several suggestions that are expected to be useful for various parties who have an interest in the results of the study. The suggestions that can be given in this study are as follows:

## EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY

1. It is recommended for further researchers to add other variables that affect customer satisfaction.
2. It is recommended for further researchers, to review the right time to distribute research instruments so that respondents can determine answers seriously.

### Reference

- Adhikarini. (2003). Analisa pengaruh dimensi kualitas jasa pelayanan terhadap kepuasan pelanggan di koperasi serba usaha makmur lestari surakarta. 24. Branti, Istariyani. (2002). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan pt. telkom cabang sragen
- Anshar, A. (2019). Pengaruh lokasi, harga dan kualitas pelayanan terhadap kepuasan pelanggan pt. jalur nugraha ekakurir (jne) gunung anyar surabaya.
- Assauri, S. (2012). Strategic marketing sustaining lifetime customer value 20. Bailia, J. F., Soegoto, A. S., & Loindong, s. s. (2014). Pengaruh kualitas produk, harga dan lokasi terhadap kepuasan konsumen pada warung-warung makan lamongan di kota manado
- Bambang Wijanarko (2015). Pengaruh kualitas pelayanan wi-fi dan e-learning terhadap motivasi belajar mahasiswa pendidikan ekonomi fakultas ekonomi universitas negeri yogyakarta angkatan tahun 2011-2013
- Bayu Arie Nugroho (2012). Analisis keamanan jaringan pada fasilitas internet (wifi) terhadap serangan packet sniffing
- Cut Defa Putri Yonasda (2020). Analisis quality of service jaringan internet dengan menggunakan aplikasi wireshark di smkn 1 mesjid raya ujoeng batee
- Dharmayanti, Diah. (2006). Analisis dampak service performance dan kepuasan sebagai moderating variable terhadap loyalitas nasabah
- Firdiyansyah, I. (2017). Pengaruh kualitas pelayanan, harga, dan lokasi terhadap kepuasan pelanggan pada warung gubrak kepri mall kota batam
- Handriyanto, Dwi Febrian (2009). Kajian penggunaan mikrotik router os™ sebagai router pada jaringan komputer
- Hery Suliantoro, Nabilla Rohadhatul Aisy. (2016). Analisis kepuasan pelanggan wifi id corner dengan metode service quality dan quality function deployment pada wilayah usaha telekomunikasi pt. Telekomunikasi indonesia, tbk. Tangerang
- Ida., N. (2018). Analisis food quality, harga, dan kualitas layanan terhadap kepuasan pelanggan di bakso joss pak sugeng bandar kota kediri
- Irawan, Handi (2002). 10 prinsip kepuasan pelanggan. pt elex media computindo
- Mohammd Andi (2005). Wireless communications second edition, pearson educationinc
- Muh Adnan Maulana Pirdania (2020). Analisis kualitas layanan jaringan internet berbasis wireless lan pada layanan indihome
- Muhammad Shafwani (2017). Penyediaan layanan wifi dalam menarik minat konsumen pada rental playstation 3

**EFFECT OF INTERNET NETWORK QUALITY, PRICE AND SERVICE ON ZOID.NET CUSTOMER SATISFACTION IN CUKURGULING VILLAGE, LUMBANG DISTRICT, PASURUAN REGENCY**

- Muhammad Yanto (2013) Analisis Qos (quality of service) pada jaringan internet. pontianak : universitas tanjungpura
- Purbo, Onno W (2008). Keamanan jaringan internet pt elex media kom 12. Sasmita, Wahyu Putrya (2013). Analisis qos (quality of service) pada jaringan internet 13. Sofana, Iwan (2012). Membangun jaringan komputer mudah membuat jaringan komputer (wire dan wireless) untuk pengguna windows dan linux
- Samsul Arifin (2017). Pengaruh pemanfaatan media internet terhadap prestasi belajar pendidikan agama islam siswa kelas xi sma al-azhar 3 bandar lampung
- Wijanarko, Danny (2014). Analisa performansi mobile learning pada jaringan wireless
- Wijaya, Ari Angga (2013) Mengenal berbagai macam topologi jaringan serta kelebihan dan kekurangannya. <http://ilmukomputer.org>