

**THE INFLUENCE OF LOCATION, PROMOTION, FACILITIES AND SERVICE QUALITY
AGAINST THE DECISIONS OF USING SMART COMPUTER INTERNET CAFÉ IN
KOTAPINANG, KOTAPINANG DISTRICTS
AND SOUTH LABUHANBATU REGENCY
(Case Study: Consumer of Internet Cafe Smart Computer)**

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Abstrak

The purpose of this study was to determine the effect of promotion location, facilities and service quality on the decision to use Smart Computer internet cafe in Kotapinang, Kotapinang District, South Labuhanbatu Regency either partially or simultaneously. The sample in this study was 34 people. The analytical method used is descriptive analysis, classical assumption test, multiple linear regression analysis, T test, F test, and coefficient of determination and this data is processed using the IBM SPSS Statistics 26 program.

Hypothesis test results show that partially the location (X_1) has a positive and significant effect on the decision to use, it can be seen from the t_{count} value, for location is $t_{count} 2.934 > t_{table} 1.697$, with a significant value of $0.042 < 0.05$. Promotion (X_2) has a positive and significant effect on decision to use, it can be seen from the t_{count} for Promotion (X_2) is $t_{count} 2.968 > t_{table} 1.697$, with a significant value of $0.012 < 0.05$. Facility (X_3) has a positive and significant effect on the decision to use, it can be seen from the t_{count} for facilities (X_3) is $t_{count} 2.061 > t_{table} 1.697$, with a significant value of $0.007 < 0.05$. Service Quality (X_4) has a positive and significant effect on decision to use, it can be seen from the t_{count} for Service (X_4) is $t_{count} 2.299 > t_{table} 1.697$, with a significant value of $0.002 < 0.05$. The value of F_{table} in the 4:29 distribution is 2.70, so based on table 4.14 it can be seen that the F_{count} value is $14.241 > 2.70$, and the significant value is $0.046 < 0.05$. This shows that the Independent Variable simultaneously has a positive and significant effect on the dependent variable.

Keywords: Location, Promotion, Facilities, Service Quality, Use Decision

1. PREFACE

Smart Computer internet cafe continues to improve aspects of business lines that can keep consumers loyal to internet cafe. Base on several years of experience, Smart Computer internet cafe has gained consumer trust as one of the best quality Internet cafes, best service, competitive prices and strategic locations. The function of Internet usually is as browsing, chat, games, search, and others, so sending messages using e-mail to make online shop. The use of the internet is increasingly easy for everyone and everywhere, therefore internet users exist all over the world and are obtained by millions of people worldwide.

Smart Computer internet cafe was established on May 25, 2012 which is located at Jl. Perjuangan Kotapinang, Kotapinang District, South Labuhanbatu Regency. This research took the object at Smart Computer internet cafe at Jl. Perjuangan Kotapinang because customer is increasing every day. It makes researchers want to do research whether the Location, Promotion, Facilities, Service Quality against the decision to use Internet Cafe Smart Computer at Jl. Perjuangan Kotapinang. Increasing customer in this internet cafe, of course there are things that affect the number of costumers. In this activity, the author chooses the variables of Location, Promotion, Facilities, Service Quality, whether it affects the decision to use the internet cafe considering that customers who uses the Smart Computer internet cafe service at Jl.Perjuangan Kotapinang are increasing every day. This is what makes researchers want to examine how much location, promotion, facilities, service

quality affect the decision to use internet cafe repeatedly. In this activity, the author examines with the title "THE EFFECT OF LOCATION, PROMOTION, FACILITIES, SERVICE QUALITY AGAINTS THE DECISIONS FOR UISNG INTERNET CAFE (Case Study: Smart Computer Internet Cafe in Kotapinang, Kotapinang District, South Labuhanbatu Regency) ".

Literature Review

Previous Research

(Widagdo, 2011) in journal entitled "Analysis the Effect of Service Quality and Promotion on Consumer Decisions to Buy Electronics at PT. Electronics Palembang ". In this study, it was taken using 30 respondents with the results: There is a significant influence of Service Quality and promotion on consumer decisions to buy Electronics at PT. Electronics Palembang, the end it will create customer satisfaction which in turn will create loyal customers, so that there will be repeat purchases. This is evidenced by the results of the t_{test} on variable X_1 , the value of t_{count} is 3.177 with a probability of 0.002. Because t count is greater than t_{table} , variable X_1 has a significant effect on variable Y

(Pratama & Sunaryo, 2015) The title of the research is "The Effect of Packaging, Service Quality and Facilities on Consumer Satisfaction of Motor Vehicle Users." In this study, 100 samples were taken using purposive sampling technique. The analytical tool used was double linear regression analysis. From the data that has met the validity test, reliability test and classical assumption test are processed, so produce a regression equation as follows: $Y = 0.225 X_1 + 0.523 X_2 + 0.206 X_3$.

Based on the results of partial hypothesis testing, the three variables have a significant effect. Simultaneous testing, the three price variables (X_1) have a significant effect on customer satisfaction and the factor that most influences customer satisfaction is service quality.

(Kusumanegara & SUTOPO, 2012), the title of this study is "The Effect of Price, Product Diversity, and Service Quality on Customer Satisfaction in making purchases at Baskin Robbins Ice Cream Ciputra Mall Semarang". This method uses Multiple Linear Regression Analysis Techniques. From the data that has met the validity test, reliability test and classical assumption test as follows: $Y = 0.342 X_1 + 0.271 X_2 + 0.213 X_3$. For the value of R Square 40% is 0.420. These results indicate that the variable effect of price, product diversity, and service quality on customer satisfaction.

Theoretical review

Theory about location

According to (Hanggita, 2018) Business Location is a place where business operates or place where businesses carry out activities to produce goods and services that are important to their economic aspects. Location refers to various marketing activities that seek to facilitate and delivery or distribution of goods and services from Producers to Consumers. According to (Aghniya & Juju, 2019), (Veronica Ruslan, 2020) location is support costs and revenues, so location often has the power to make a company's business strategy. The strategic location aims to maximize the benefits of the company's new location.

Theory about promotion

According to (Prasetio & Laturette, n.d.), "promotion is an element of the marketing that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products". Then, according to (Putra et al., 2016) "Promotion is one of the priority components of marketing activities that inform consumers that companies are launching new products that tempt consumers to make purchases".

Theory about facility

Facilities are things that are physical equipment provided by service seller to support consumer convenience (Ali, 2017). According to (Sufiyanti et al., 2017), facilities are the appearance, the ability of infrastructure and condition of the surrounding environment in showing their existence to externals which include physical facilities (buildings), and equipment. Which includes facilities can be in the form of tools, objects, equipment, money, workplace space. According to (Nurkamal & Hukum Juju, 2019) the design and layout of service facilities is closely related to the formation of customer

perceptions. Number types of services, perceptions formed from interactions between customers and facilities affect the quality of the service in the eyes of customers.

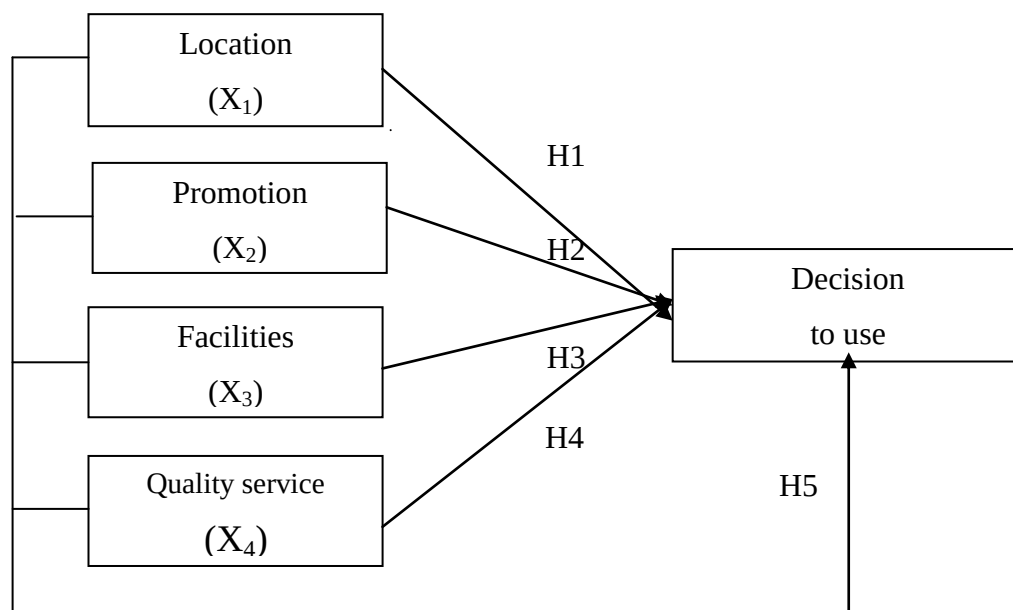
Theory about use decision

(Fauzan & Ahmad, 2017) disclose the decision to use as an integration process that is used to combine knowledge and evaluate two or more alternatives and choose one of them. Consumer decisions are consumer preferences for brands in the collection of choices and consumer intentions to buy the most preferred brand (Ong, 2013). According to (Kusumah & Indriani, 2011), consumer decisions are all processes that consumers go through in identifying problems, finding solutions, evaluating alternatives, and choosing among their purchasing options.

Concept framework

The Research Concept Framework is sharing framework between concepts that you want to observe or measure through research to be carried out (Syukron, 2013). Based on the above statements, then systematically the conceptual framework can be described as follows:

The Influence of Location, Promotion, Facilities and Service Quality on the Decision to Use Smart Computer internet cafe in Kotapinang, Kotapinang districts, South Labuhanbatu regency



Picture 2.2 Concept Framework

Research hypothesis

Based on the descriptions that have been presented previously, several hypotheses can be found in this study as follows:

- H1 : Location (X₁) has a positive and significant effect on the decision to use the internet cafe.
- H2 : Promotion (X₂) has a positive and significant effect on the decision to use the internet cafe.
- H3 : Facilities (X₃) have a positive and significant effect on the decision to use the cafe.
- H4 : Service Quality (X₄) has a positive and significant effect on the Decision to Use Warnet.
- H5 : Decision to Use Warnet (Y) has a positive and significant effect on Location (X₁), Promotion (X₂), Facilities (X₃), and Service Quality (X₄).

Research Methodology

Type of research

This study uses qualitative data approach, namely an approach that is direct observation to the field, and using a quantitative approach, namely by distributing questionnaires. With this research, it is expected to know the independent variables, namely Location, Promotion, Facilities and Service Quality to the dependent variable, namely the Decision to Use a Smart Computer internet cafe in Kotapinang, South Labuhanbatu regency.

Place and time of the research

This research took place at Smart Computer internet cafe on Jl. Perjuangan, Kotapinang districts, South Labuhanbatu regency. The research time is estimated to take 4 months until the research is complete, starting from the process of completing data, field observations, and filling out the questionnaire.

Population and sampling

The population taken in this study is the consumers who come to the Smart Computer internet cafe at Jln. Perjuangan, Kotapinang districts, South Labuhanbatu regency.

The sample in this study is using census sampling. According to (Hermawan, 2019) Census sampling is a sampling technique used when the sample is less than 100. The sampling technique where all people/consumers are sampled, so that the number of research samples is 34 people

Result and Discussion

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to determine how much the independent variable (free) to the dependent variable. To obtain the results this study, the IBM Statistic SPSS-26 software was used. Therefore, output can be produced as below:

Table 4.11 Result Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.076	1.821		3.176	.005
	Location	.530	.234	.615	2.934	.042
	Promotion	.291	.176	.389	2.968	.012
	Facilities	.437	.201	.479	2.061	.007
	Quality services	.348	.143	.436	2.427	.022

a. Dependent Variable: Decision to use

Based on Table 4.11, the equation can be made:

$$Y = 6,076 + 0,530X_1 + 0,291X_2 + 0,437X_3 + 0,348X_4$$

Location Regression Coefficient shows Positive Relationship to Decision to Use with Coefficient Value of 0.530. It means that increase in Location by 0.530, will increase the Decision of Use by 0.530.

The Promotion Regression Coefficient shows a positive relationship with the Use Decision with coefficient value of 0.291. This means that every Promotion Increase of 0.291, it will increase the Usage Decision by 0.291.

The Facility Regression Coefficient shows a Positive Relationship to the Use Decision with a Coefficient Value of 0.473. It means that each Facility Increase of 0.473 will increase the Use Decision by 0.473.

Service Quality Regression Coefficient shows a positive relationship to the Use Decision with a coefficient value of 0.348. It means that each Service Quality Improvement of 0.348 will increase the Decision of Use by 0.348.

A Constant Value of 6,076 indicates that the Decision of Use is 6,076 with the influence of Location, Promotion, Facilities, and Service Quality.

Persial Test (T Test)

This test is done by comparing the t_{table} with t_{count} . It is known that T_{table} in the distribution α : 0.05, then the t_{table} (0.05: 30) is 1.697. This T_{test} is carried out to determine the effect of each independent variable on the dependent variable, the T_{test} results can be seen at 4:12 below:

Table 4.12 Partial test (T test)

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.076	1.821		3.176	.005
	Location	.530	.234	.615	2.934	.042
	Promotion	.291	.176	.389	2.968	.012
	Facilities	.437	.201	.479	2.061	.007
	Quality Service	.348	.143	.436	2.427	.022

a. Dependent Variable: Decision on Use

Based on the criteria, if the value of $t_{count} > t_{table}$ then the variable has a positive and significant effect, it can be seen that the results of the SPSS T-test output are as follows:

1. Based on the SPSS output above, it is known that the value of Location variable (X_1) is t_{count} of 2.934 > t_{table} 1.697, with a significant value of 0.042 < 0.05. So it can be concluded that Location Variable (X_1) has a positive and significant effect on the Decision to Use (Y)
2. Based on the SPSS output above, it is known that the value of Promotion variable (X_2) is t_{count} of 2.968 > t_{table} 1.697, with a significant value of 0.012 < 0.05. So it can be concluded that Promotion Variable (X_2) has a Positive and Significant effect on the Use Decision (Y)
3. Based on the SPSS output above, it is known that the value of Facility variable (X_3) is t_{count} of 2.061 > t_{table} 1.697, with a significant value of 0.007 < 0.05. So it can be concluded that the Facility Variable (X_3) has a Positive and Significant effect on the Use Decision (Y)
4. Based on the SPSS output above, it is known that the value of Service Quality variable (X_4) is t_{count} 2,299 > t_{table} 1,697, with a significant value of 0.002 < 0.05. So it can be concluded that the Service Quality Variable (X_4) has a positive and significant effect on the Use Decision (Y)
5. Based on the results above, it is known that the value of $t_{count} > t_{table}$ of Location variable (X_1) (2,934 > 1,697), Promotion variable (X_2) (2,968 > 1,697), Facility variable (X_3) (2,061 > 1,697) and Service Quality variable (X_4) (2,299 > 1,697). So it can be concluded that the Variable Location (X_1), Promotion (X_2), Facilities (X_3), and Service Quality (X_4) have a positive and significant effect on the Use Decision (Y).

Simultaneous Test (Test F)

The F test is carried out to test simultaneously whether Location (X_1), Promotion (X_2), Facilities (X_3) and Service Quality (X_4) have a positive and significant effect on the Use Decision on the Smart Computer internet cafe at Jl. Perjuangan Kotapinang.

Table 4:13 Simultaneous Test F

		ANOVA^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	148.290	4	51.276	14.241	.046 ^b
	Residual	210.198	58	4.162		
	Total	362.197	61			

a. Dependent Variable: Decision to use

b. Predictors: (Constant), Service, Location, Promotion, Facilities

The value of α : $5\% = 0.05$, the value of F_{table} $df1: 4, df2 = (34 - 4 - 1) = 29$ is 2.70. So, based on table 4.14 it can be seen that the value of $F_{count} 14.241 > 2.70$ and a significant value of $0.046 < 0.05$ indicates that Independent Variables has a positive and significant effect on the Dependent Variables.

Coefficient of Determination

The determinant coefficient (R^2) is used to measure how far the ability of the independent variable affects the dependent variable. The value of coefficient of determination can be seen in the table below:

Table 4.14 Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.888	.112	.481

a. Predictors: (Constant), Service Quality, Promotion, Facilities, Location

Based on the SPSS output above, it is known that the R Square value is 0.888. It means that the effect of variables X_1 , X_2 , X_3 and X_4 simultaneously on Variable Y is 88.80%.

2. DISCUSSION

H1 - Location (X_1) has a positive and significant effect on the decision to use (Y) at Kotapinang Smart Computer internet cafe

Location Regression Coefficient (X_1) shows a positive relationship with the Decision of Use with coefficient value of 0.530. It means that each increase in the Location Variable (X_1) of 0.530 will increase the Decision of Use (Y) by 0.530. Based on the SPSS output above, it is known that the value of the Location variable (X_1) is $t_{count} 2.934 > t_{table} 1.697$, with a significant value of $0.042 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. Location (X_1) has a negative and significant effect on the decision to use (Y).

H2 - Promotion (X_2) has a Positive and Significant effect on Decision to Use (Y) at Kotapinang Smart Computer internet cafe

The Promotion Regression Coefficient (X_3) shows a positive relationship with the Use Decision with a coefficient value of 0.291. It means that each increase in the Promotion Variable (X_3) of 0.291 will increase the Use Decision (Y) by 0.291. Based on the SPSS output above, it is known that the value of the Promotion variable (X_2) is $t_{count} 2.968 > t_{table} 1.697$, with a significant value of $0.012 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. Promotion (X_3) has a negative and significant effect on the decision to use (Y).

H3 - Facility (X_3) has a positive and significant effect on the decision to use (Y) at Kotapinang Smart Computer internet cafe

The Facility Regression Coefficient (X_3) shows a positive relationship with the Use Decision with a coefficient value of 0.437. It means that each increase in the Facility Variable (X_3) of 0.437 will increase the Decision of Use (Y) by 0.437. Based on the SPSS output above, it is known that the value of the Facility variable (X_3) is $t_{count} 2.061 > t_{table} 1.697$, with a significant value of $0.007 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. Facilities (X_3) have a negative and significant effect on the decision to use (Y).

H4 - Service Quality (X_4) has a Positive and Significant effect on Decision to Use (Y) at Kotapinang Smart Computer internet cafe

The Facility Regression Coefficient (X_3) shows a positive relationship with the Use Decision with a coefficient value of 0.040. This means that any increase in the Service Quality Variable (X_4) of 0.040 will increase the Use Decision (Y) by 0.040. Based on the SPSS output above, it is known that

the value of the Service Quality variable (X_4) is $t_{\text{count}} 2,299 > t_{\text{table}} 1,697$, with a significant value of $0.002 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted. Service Quality (X_4) has a negative and significant effect on the decision to use (Y).

H5 - The Influence of Location (X_1), Promotion (X_2), Facilities (X_3), and Service Quality (X_4) has a Positive and Significant effect on the Use Decision (Y) at Kotapinang Smart Computer internet cafe

From the results of the Data Test Analysis above, it is found that the relationship between Location (X_1), Promotion (X_2), Facilities (X_3), and Service Quality (X_4) on the Use Decision is positively and significantly correlated, meaning that Location (X_1), Promotion (X_2) Facilities (X_3), and Service Quality (X_4) are perceived to be good, so the Use Decision (Y) will also be high. A constant value of 6,076 indicates that the Decision to Use (Y) Smart Computer internet cafe is 6,076 with the influence of Location (X_1), Promotion (X_2), Facilities (X_3), and Service Quality (X_4).

The value of F_{table} in the 4: 29 distribution is 2.70, so based on table 4.14 it can be seen that the value of F_{count} is $14.241 > 2.70$, and a significant value is $0.046 < 0.05$, this indicates that simultaneously the Independent Variable has a positive and significant effect on the Dependent Variable. The output of the SPSS model summary, the magnitude of R Square is 0.888. This means that 88.80% of the Independent Variable has an influence on the dependent variable and the remaining 11.20% is influenced by other factors that are not studied.

3. CONCLUSION

Based on the results of the research and discussion carried out, the following conclusions were obtained:

1. Partially Location (X_1) has a positive and significant effect on the decision to use. It can be seen from the t_{count} value for location. It is $t_{\text{count}} 2.934 > t_{\text{table}} 1.697$, with a significant value of $0.042 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted.
2. Partially Promotion (X_2) has a positive and significant effect on Decision to Use. It can be seen from the t_{count} for Promotion (X_2). It is $t_{\text{count}} 2.968 > t_{\text{table}} 1.697$, with a significant value of $0.012 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted.
3. Partially Facility (X_3) has a positive and significant effect on the decision to use. It can be seen from the t_{count} value for facilities (X_3) is $t_{\text{count}} 2.061 > t_{\text{table}} 1.697$, with a significant value of $0.007 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted.
4. Partially Service Quality (X_4) has a positive and significant effect on the Decision to Use. It can be seen from the t_{count} for Service (X_4) is $t_{\text{count}} 2,299 > t_{\text{table}} 1,697$, with a significant value of $0.002 < 0.05$. So it can be concluded that H_0 is rejected and H_a is accepted.
5. The value of F_{table} in the 4: 29 distribution is 2.70, so based on table 4.14 it can be seen that the F_{count} value is $14.241 > 2.70$, and a significant value is $0.046 < 0.05$, this indicates that simultaneously the Independent Variable has a positive and significant effect on the variable Dependent.
6. The output of the SPSS model summary, the magnitude of R Square is 0.888. This means that 88.80% of the Independent Variable has an influence on the dependent variable and the remaining 11.20% is influenced by other factors that are not examined.

4. SUGGESTION

1. Kotapinang Smart Computer internet cafe

The suggestion that researcher can give is that it is hoped that Kotapinang Smart Computer internet cafe will pay more attention and understand well what can affect the Consumer Use Decision.

2. Employees

This research is expected to be a motivation for always trying to improve service quality, so that consumers feel comfortable and always want to visit Kotapinang Smart Computer internet cafe.

3. Future researchers

It is hoped that it can be even better to conduct research, such as understanding well the contents of the questionnaires distributed to respondents, so that the data obtained actually shows the characteristics of respondents, and as much as possible prevents respondents from answering carelessly.

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