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THE EFFECT OF SERVICE QUALITY, PRICE INTERNET, FACILITY INTERNET, HR CUSTOMER CARE ON PURCHASING DECISION WITH BRAND IMAGE AS A MEDIATION VARIABLE IN CHOOSING INTERNET PRODUCTS AT PT SUPRA PRIMATAMA NUSANTARA (BIZNET NETWORKS) IN BANYUWANGI

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Abstrak

The purpose of this study was to examine the effect of service quality, price, facility, customer care on purchasing decisions through the brand image of PT Supra Primatama Nusantara. With a sample of 100 existing customers from 130 customers at the Brand Banyuwangi branch office using the simple slovin technique and participating in this research. Data were collected in 2016-2021 using a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study prove that service quality, price, facility, customer care have a significant effect on brand image and on purchasing decisions. This finding reminds empirical evidence that it is very important to always pay attention to customer behavior which is useful for the key to innovation so that customers do not hesitate to make internet purchasing decisions at Biznet.

Keywords : *Service quality, price, facility, customer care, brand image, purchasing decision.*

Background

In today's era of information and technology, the need for internet technology is very necessary, starting from the need for entertainment to various industrial fields, inseparable from the use of internet technology, for that it is very necessary to have good and reliable internet access, so that it can meet the need for information every second. always growing.

Biznet Networks is a fixed-line telecommunications operator and multimedia operator in Indonesia that provides network services (Networks), internet services, data centers, as well as hosting and cloud computing services. Biznet Networks was founded in 2000 to own and operate a state-of-the-art fiber optic network with the largest data center in Indonesia.

Statistical data shows that internet users in Indonesia continue to increase every year, according to a survey by the Indonesian Internet Service Providers Association (APJII) which revealed that internet users in Indonesia in 2018 reached 171.17 million users and in 2019 it reached 196.71 internet users. For this reason, PT Supra Primatama Nusantara or what is called Biznet as an Internet Provider has carried out several service quality strategies,

pricing strategies, providing comfort with the facilities provided as well as pleasant services and branding strategies (strengthening identity) in order to increase the volume of superior internet sales.

According to (Kotler and Armstrong 2014) the process carried out in terms of purchasing decisions begins with problem recognition, information search, evaluation of alternatives, purchase decisions, and behavior after purchase. On the other hand, consumers will feel very satisfied and happy if the services they buy are in accordance with their expectations, and according to their wishes.

Based on this background, the researchers proposed a study entitled "The Influence of Service Quality, Internet Price, Internet Facility and HR Customer Care on Purchasing Decisions With Brand Image as a Mediation Variable in Choosing Internet Products at PT Supra Primatama Nusantara (Biznet Networks) in Banyuwangi.

Theoretical basis

Service Quality

Definition of Service Quality

According to the American Society in the book (Kotler, 2016) the

notion of quality is the overall characteristics of products, services that can meet the wishes and expectations of consumers. Meanwhile, according to opinion (Kotler, 2015). *Service quality is the totality of characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs.*

Dimensions of Service Quality

According to Parasuraman in (Lailatus, 2020) summarizes the ten dimensions into five main dimensions, which are as follows:

1. Reliability : namely the ability to provide the promised service promptly, accurately, and satisfactorily.
2. Responsiveness, namely the desire of the staff to help customers and provide responsive service.
3. Assurance includes the knowledge, competence, courtesy and trustworthiness of the staff; free from danger, risk or doubt.
4. Empathy includes ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers.
5. Tagibles include physical facilities, equipment, employees, and means of communication.

Price

Price Definition

Price, (Tjiptono, 2019) argues that price is the only element of the marketing mix that generates revenue for the organization. Meanwhile, according to (Kotler, 2019) The price is an agreement regarding the sale and purchase of goods or services where the agreement is agreed upon by both parties.

Price Indicator

According to Kotler, Armstrong Translate (Sabran 2012), There are four indicators measuring price as follows:

1. Price affordability

2. Price match with product quality
3. Price competitiveness
4. Price match with product benefits

Facility

Facility Definition

According to the opinion of (Lupiyoadi, Rambat 2017) Facilities are said to be facilities and infrastructure provided to be used or used and enjoyed by consumers. Meanwhile, according to (Tjiptono, 2014) Facilities are something important in a service business, therefore the existing facilities, namely the condition of the facility, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

Facility Indicator

Indicators within the facility according to (Tjiptono, 2014) the facility of a product or service is determined through the following indicators:

1. Consideration or spatial planning Aspects such as proportion, comfort and others are considered, combined and developed to provoke an intellectual or emotional response from the user or the person who sees it.
2. Room planning includes in it, such as the placement of furniture and equipment in a neat room, design and circulation flow and others.
3. Equipment and furniture serves to provide a comfortable facility, as a display as infrastructure or support for service users.
4. Other supporting elements, for example: toilets, wifi, canteens and so on.

HR (Customer Care)

Definition of Customer Care

according to the opinion of (Rangkuti, 2017) "Customer care if interpreted literally is a customer customer, care cares. So, in Indonesian, customer care means caring for customers or always providing the best service to customers. This definition is the meaning generally used by companies in Indonesia. The main

purpose of Customer Care according to (Rangkuti, 2017) is to create "advocate customers", namely customers who have strong ties to the company because the company concerned can provide a total solution and is able to provide a memorable experience that is astonishing when compared to other companies.

Customer Care Skills

according to (Rangkuti, 2017) There are several expertise in customer care:

1. The appearance of yourself and other members of the team will be something that should be the main concern.
2. Communication Success or failure of a service is highly dependent on the communication that occurs between customer care and customers.
3. Effective Speaking
4. Observation One's success in serving customers is also determined by observing customer behavior.
5. Body Language and Facial Expressions.
6. Firmness
7. Discipline, with regard to compliance and obedience of a person or group of people to the norms and regulations that apply, both written and unwritten.
8. Listen, if we fail to listen to our customers well, they will feel that we don't really care about them and they won't come back someday.

Brand Image

Brand Brand Definition

Definition of brand according to (Kotler, 2018) A brand is a name, term, sign, symbol, design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Meanwhile, brand image according to (Tjiptono, 2015) is a description of consumer attachment and belief in the brand. Thus, it can be conveyed that the attachment and belief in

the consumer's memory does not just happen. But through the process of experience and belief.

Brand Indicator

According to Aaker Biel in (Prof. Dr. Thamrin Abdullah, M.M., 2019) that the brand image indicator consists of three components:

- 1 Corporate Image, namely: a set of associations perceived by consumers to companies that make a product and service.
- 2 User image, a set of associations perceived by consumers of users who use goods or services, including the user himself, lifestyle or personality and social status.
- 3 Product image, a set of associations perceived by consumers for a product, which includes the product's attributes, benefits for consumers, its use, and guarantees.

Purchasing Decision

Definition Purchasing Decision

According to (Stephen Coulter, Fahmi 2016) The decision-making process is a series of stages consisting of an alternative, and evaluating the decision.

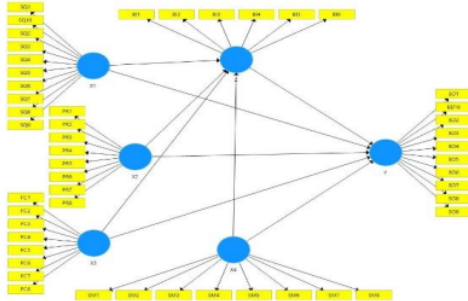
Process Purchasing Decision

According to (Ketler, Amstrong 2014) Consumers will go through five stages in making purchasing decisions. The first thing a consumer will do before deciding to make a purchase is:

- 1) Recognition of needs Where consumers are aware of a problem or need.
- 2) Information search
- 3) Alternative evaluation. It is the stage of the buying process in which consumers use information to evaluate alternative brands within a choice set.
- 4) Purchase decision Where the buyer has made his choice and made a purchase of the product, and consume it.
- 5) Post-purchase behavior The buyer's decision process in which

consumers take further actions after a purchase is made and based on the satisfaction or dissatisfaction they feel.

Conceptual framework



Picture 1 conceptual framework

Research Hypothesis

H₁ : There is an effect of service quality on Internet Brand Image at Biznet Networks Banyuwangi.

H₂ : The influence of service quality on internet purchasing decisions at Biznet Networks Banyuwangi.

H₃ : There is a price effect on the Internet Brand Image in Biznet Network Banyuwangi.

H₄ : There is an influence of price on internet purchasing decisions at Biznet Networks Banyuwangi.

H₅ : There is an influence of facilities on the Internet Brand Image at Biznet Networks Banyuwangi.

H₆ : The influence of facilities on internet purchasing decisions at Biznet Networks Banyuwangi.

H₇ : There is an influence of HR on the Internet Brand Image at Biznet Networks Banyuwangi.

H₈ : The influence of HR on internet purchasing decisions at Biznet Networks Banyuwangi.

H₉ : There is an influence of Brand Image on internet purchasing decisions at Biznet Networks Banyuwangi.

RESEARCH METHODS

Research Subject

Population

The population in this study are customers who have been using Biznet for three years at the Banyuwangi Branch, totaling 130 populations.

Sample

method of determining sample size using the Slovin . formula (Santoso, 2020) as follows :

$$n = \frac{N}{1 + (N \times e^2)}$$

Description

S = Number of samples

N = Large population

E = Respondent tolerance limit

So the sample that the researcher takes as a study if using the Slovin formula with a 95% confidence level, and an error rate of 5% is:

$$n = \frac{130}{1 + (130 \times 0,05^2)} = 98,11$$

So the research sample for a population of 130 respondents with a 95% confidence level is 100 people.

ANALYSIS OF RESEARCH RESULTS AND DISCUSSION

Research data

The type of data used in this research is primary data, which is obtained directly from the original source in the form of a questionnaire, the data from this research is quantitative data, in the form of numbers and analyzed using statistics, quantitative data analysis used in this study is descriptive statistical analysis using software. SPSS v25. This study uses the outer model and inner model testing which is used to analyze the research hypothesis using the SmartPLS v3 software.

Table 1 SPSS 25 Validity and Reliability Test

Variable	Uji validitas				Uji Reliabilitas	
	Item	Sig	Item	Sig	Description	CA
Service quality	Sq1	0.000	Sq6	0.000	All Items Valid	0.931
	Sq2	0.000	Sq7	0.000		
	Sq3	0.000	Sq8	0.000		
	Sq4	0.000	Sq9	0.000		
	Sq5	0.000	Sq10	0.000		
Price	Pr1	0.000	Pr5	0.000	All Items Valid	0.929
	Pr2	0.000	Pr6	0.000		
	Pr3	0.000	Pr7	0.000		
	Pr4	0.000	Pr8	0.000		
Facility	Fc1	0.000	Fc5	0.000	All Items Valid	0.929
	Fc2	0.000	Fc6	0.000		
	Fc3	0.000	Fc7	0.000		
	Fc4	0.000	Fc8	0.000		
Customer Care	Sm1	0.000	Sm5	0.000	All Items Valid	0.909
	Sm2	0.000	Sm6	0.000		
	Sm3	0.000	Sm7	0.000		
	Sm4	0.000	Sm8	0.000		
Brand Image	Bi1	0.000	Bi4	0.000	All Items Valid	0.912
	Bi2	0.000	Bi5	0.000		
	Bi3	0.000	Bi6	0.000		
	Bd1	0.000	Bd6	0.000		
Purchasing Decision	Bd2	0.000	Bd7	0.000	All Items Valid	0.947
	Bd3	0.000	Bd8	0.000		
	Bd4	0.000	Bd9	0.000		
	Bd5	0.000	Bd10	0.000		

Source : SPSS Test Processed by the Author

Test the validity of the product moment as a whole for decision making in this study all questionnaires are said to be valid.

The reliability test concluded that the overall variable was declared reliable because the overall Cronbach's alpha value was greater than 0.7.

Outer Model

Table 2 Loading Factor Measurement >0.7

INDICATOR	(X1) SQ	(X2) PR	(X3) FC	(X4) SM	(Z) BI	(Y) PD	DISC
1	0.731	0.803	0.731	0.795	0.833	0.712	Valid
2	0.743	0.783	0.748	0.800	0.833	0.718	Valid
3	0.848	0.858	0.869	0.783	0.788	0.889	Valid
4	0.855	0.855	0.860	0.791	0.788	0.904	Valid
5	0.784	0.757	0.823	0.776	0.883	0.806	Valid
6	0.844	0.842	0.872	0.776	0.877	0.876	Valid
7	0.711	0.781	0.794	0.727		0.779	Valid
8	0.726	0.855	0.835	0.776		0.850	Valid
9	0.738					0.788	Valid
10	0.859					0.895	Valid

Source : SmartPLS Processed by the Author

Measurement items SQ, PR, FC, SM, BI and PD overall > 0.70 then the measuring item has a good level of validity.

Table 3 Measurement Average Variance Extracted >0.5

VARIABEL	AVE	DESC
X1	0.618	Valid
X2	0.668	Valid
X3	0.669	Valid
X4	0.606	Valid
Y	0.680	Valid
Z	0.697	Valid

Source : SmartPLS Processed by the Author

The overall AVE value above > 0.50 indicates the average indicator of the measurement items contained in the variables X1, X2, X3, X4 is above 50%. So the results of this evaluation conclude that the evaluation of the measurement model from the Convergent Validity aspect is fulfilled.

Inner Model

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In the Inner model testing is done to see the relationship between the constructs, the value of the research model. The Inner Model is evaluated using R-square, path coefficients, predictive relevance, f-square and t-statistical tests as well as the significance of the coefficients of structural path parameters.

Table 4 Measurement R-Square 0-1

VARIABEL	R SQUARE	DESC
Y	0.990	Strong
Z	0.951	Strong

Source : SmartPLS Processed by the Author

So it can be concluded that the variability of the purchasing decision construct which can be explained by the variability of the constructs of service quality, price, facility, and customer service, and brand image is 99.0%. The greater the R-square number, the greater the exogenous variable can explain the endogenous variables so that the better the structural equation.

Table 5 Measurement F-Square 0-1

VAR	Z	DESC	Y	DESC
X1	0.375	Big	0.387	Big
X2	0.131	Currently	0.118	Currently
X3	0.379	Big	0.648	Big
X4	0.476	Big	0.268	Currently
Z			0.102	Currently

Source : SmartPLS Processed by the Author

Size *f-square* refers to on (Hair et al,2011) in the book (Yamin, 2021) namely the influence of variables at the structural level, with measurements of 0.02 small, 0.15 moderate, 0.35 large.

Table 6 Measurement Path Coeffisien (Hypothesis)

HIPOTESIS	PC	T-STATISTIK	P-VALUE	DESCRIPTION
X1 – Z	-0.882	5.004	0.000	Significant
X1 – Y	0.473	4.149	0.000	Significant
X2 – Z	0.409	3.509	0.000	Significant
X2 – Y	0.186	2.213	0.027	Significant
X3 – Z	0.772	5.553	0.000	Significant
X3 – Y	0.449	4.486	0.000	Significant
X4 – Z	0.736	5.764	0.000	Significant
X4 – Y	-0.302	3.562	0.000	Significant
Z – Y	0.144	2.817	0.005	Significant

Source : SmartPLS Processed by the Author

Discussion

The Influence of Service Quality on Brand Image

The findings in this study prove that service quality has a negative effect on the company's brand image, which is -0.882% and is significant at the t-statistical value = 5.004 > critical value = 1.96 and p-value = 0.000 < 0.05, thus the hypothesis stating service quality has a significant effect on brand image.

The results of convergent validity show that the service quality variable is more determined by the dimensions (indicators) that have a large loading factor, namely Easy to contact when customers need help (SQ10: 8.59%), Employees have the knowledge to answer customer questions (SQ4: 8.55%), handle complaints with maximum service (SQ3: 8.48%), Readiness to respond to requests (SQ6: 8.44%), Resolve complaints quickly and responsively (SQ5: 7.84%).

Convergent validity which shows that the brand image variable is more determined by dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to using Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

This research supports research conducted by (M & Ali, 2017) Regarding the customer satisfaction model: Analysis of product quality and service quality on brand image at Giant Citra Raya Jakarta. In the research conducted there is a significant influence of service quality on brand image. Argued that good service quality reflects all dimensions of the offering that generate benefits for the customer.

The findings of this study indicate that if the quality of service is improved, it will form a good image in the minds of consumers and society in general, so it is possible that sales volume will increase.

Effect of Service Quality on Purchasing Decision

The findings in this study prove that service quality has a direct influence on the company's purchasing decision, which is 0.473% and is positive at the t-statistical value = 4.149 > critical value = 1.96 and the p-value = 0.000 < 0.05, thus the hypothesis stating service quality has a significant effect on purchasing decisions.

The results of convergent validity show that the service quality variable is more determined by the dimensions (indicators) that have a large loading factor, namely Easy to contact when customers need help (SQ10: 8.59%), Employees have the knowledge to answer customer questions (SQ4: 8.55%), handle complaints with maximum service (SQ3: 8.48%), Readiness to respond to requests (SQ6: 8.44%), Resolve complaints quickly and responsively (SQ5: 7.84%).

Convergent Validity which shows that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to suggest using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in make online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

This research supports research conducted by (Fajar Fahrudin & Yulianti, 2015) Regarding the influence of promotion, location and service quality, on the purchasing decisions of Bank Mandiri Surabaya customers, in the research conducted there is a significant effect of service quality on purchasing decisions, if the quality of service increases, the customer's decision to save at Bank Mandiri will also increase.

The findings of this study indicate that good service quality is one of the benchmarks for consumers to make purchases, especially service products because with good service a good perception will form, so that consumers do not hesitate to make purchases continuously which aims to maintain existing customers and increase customer satisfaction. network

coverage of its users, for this reason Biznet needs to continuously improve innovation in service quality so that it can still satisfy customers and excel from competitors. If the service provided does not provide the satisfaction felt by the customer, it is not only the quality of service that gets a baimpression, but the service company will also be affected. it is known that the respondents in this study are axisting customers and already know and evaluate internet products purchased and have subscribed for at least 3 years, respondents are satisfied with the quality of service provided by Biznet internet providers in the online and offline services provided, this is of course have an effect on purchasing decisions, of course Biznet needs to continue to innovate in terms of its services so that customers feel well served, so it is certainly easy for Biznet to expand its reach, maintain existing customers and add new customers.

The Influence of Price on Brand Image

The findings in this study prove that price has a direct influence on brand image by 0.409%. This is indicated by the t-statistical value (3.509) which is greater than the critical t-value (1.96), with the p-value (0.000) smaller than (0.05).

The results of compergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care that is able to convince customers to use Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so that it can reflects something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that price is determined by dimensions (indicators) such as: According to consumers, the price with the benefits provided is appropriate (PR3: 8.69%), price competitiveness is in accordance with consumer desires (PR4: 8.55%) , The discount on buy 3 get 1 makes consumers want to use Biznet's services (PR8: 8.55%), Biznet offers the price according to what was told when

ordering at the beginning (PR6: 8.42%), According to consumers, Biznet prices are affordable for all people (PR1: 8.03) %).

This research supports research conducted by (Rifai, Nova & Ndah, 2018) regarding the effect of advertising quality, price on the brand image of Ardiles brand shoes in Surabaya, and argues that if it is developed it will certainly benefit the company, namely it will be able to compete with other products.

The findings of this study indicate that price has an effect on brand image. Prices that are in accordance with consumer perceptions will form a good image in the minds of consumers, if the price is in accordance with the benefits received by consumers, consumers will not compare the price value with similar competitors. In this era of growing digitalization, Biznet needs to pay attention to the price offered to the market and whether the quality of the bandwidth is in line with the current market demand, which requires fast, secure and affordable connections.

Effect of Price on Purchasing Decision

The findings in this study prove that price has a direct influence on purchasing decisions of 0.186. This is indicated by the t-statistical value (2.213) which is greater than the critical t-value (1.96), with the p-value (0.027) greater than (0.05).

Compergent Validity which shows that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to suggest using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in make online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The loading factor generated from convergent validity also shows that the price is determined by the dimensions (indicators): According to consumers, the price with the benefits provided is appropriate (PR3: 8.69%), price competitiveness is in accordance with

consumer desires (PR4: 8.55%), The discount on buy 3 get 1 makes consumers want to use Biznet's services (PR8: 8.55%), the price offered by Biznet is according to what was told when ordering at the beginning (PR6: 8.42%), According to consumers, Biznet prices are affordable for all people (PR1: 8.03%).

This research supports research conducted by (Memah, Tumbel, 2015) regarding the analysis of promotion strategies, locations, and facilities on home buying decisions in Citraland Manado. The opinion that raising the price above the market price will reduce consumer interest in buying. For this reason, companies must set prices that are in accordance with the market and in accordance with the quality of a product

The findings of this study indicate that price has an effect on purchasing decisions. It can be explained that customers are impressed by the good reputation of the company and intend to make purchases, the more consumers feel satisfaction with the service and the benefits of the price paid, the consumers will not hesitate to suggest to others to use Biznet, and subscribe continuously, so that that way it will be easy for Biznet to expand the reach of its customers and network. According to Triapnita, 2020, if the price of a product is not too high, then consumers will not take too long to think about and carry out consumer behavior activities. However, if the price of an item or service is said to be high or expensive, then the consumer will put more effort into the item. The buyer will take longer to make an attitude in deciding purchases such as viewing, asking, evaluating, and considering the products purchased.

Influence of Facility on Brand Image

The findings in this study prove that the facility has a direct influence on the brand image of 0.772. This is indicated by the t-statistical value (5.553) which is greater than the critical t-value (1.96), with the p-value (0.000) less than (0.05).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care that is able to convince customers to use Biznet

services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so that it can reflect something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that the facility is more determined by the dimensions (indicators): Online payment services through customer top up Billing (FC6: 7.94%), Complaint services via 1500933 and 24-hour online social media (FC3: 8.69%) , Mobile Engineering Services (FC4: 8.60%), and Safe parking spaces (FC8: 8.35%), Convincing and instilling a sense of security (FC5: 8.23%).

The findings of this study indicate that facility has an effect on brand image. It can be explained that customers are impressed with the facilities provided and form a good perception, but this needs to be improved because without continuous innovation in terms of facilities, a company will be left behind from similar providers or service companies that are both innovating to improve facilities provided.

Influence of Facility on Purchasing Decision

The findings in this study prove that the facility has a direct influence on the purchasing decision of 0.449. This is indicated by the t-statistical value (4.486) which is greater than t-critical (1.96), with p-value (0.000) greater than (0.05).

The results of convergent validity show that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%) , consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The loading factor generated from convergent validity also shows that the facility

is more determined by the dimensions (indicators): Online payment services through customer top up Billing (FC6: 7.94%), Complaint services via 1500933 and 24-hour online social media (FC3: 8.69%) , Mobile Engineering Services (FC4: 8.60%), and Safe parking spaces (FC8: 8.35%), Convincing and instilling a sense of security (FC5: 8.23%).

This research supports research conducted by (Setyoningrat & Damayanti, 2019) Regarding The influence of service, facilities and locations to purchasing decisions and customer satisfaction on Warkop Dewa Sidoarjo, he argues that the easier and more complete the facilities provided by Warkop Dewa, the higher the level of customer satisfaction after coming and buying at Warkop Dewa Sidoarjo.

The findings of this study indicate that the facility has an effect on purchasing decisions. It can be explained that customers are impressed with the facilities provided by Biznet in terms of the ease of submitting complaints and getting a fast response with the existence of social media, besides that teamwork is very necessary because with many teams responding to customer complaints, internal communication is needed which are interconnected so that the improvement of these facilities is a very good innovation, the facilities have a much needed role to support the process in terms of services for visit stores, in this case, of course Biznet continues to innovate to always update the store space arrangement which is increasingly up to date according to trends. currently ongoing among millennials, consumer assessments and perceptions regarding the facilities provided online are also quite considered by Biznet and well received by customers such as online payments, bandwidth support for online games. It can be concluded that with good facilities it will form the image of the internet service company concerned, as well as being able to increase internet sales volume and of course it will make it easier to attract new customers.

HR Influence (Customer Care) to Brand Image

The findings in this study prove that customer care has a direct influence on the company's brand image, which is 0.736% and is positive at the t-statistical value = 5.764 >

critical value = 1.96 and p-value = 0.000 < 0.05, thus the hypothesis that the customer care has a significant effect on brand image.

The loading factor resulting from convergent validity also shows that customer care is more determined by the dimensions (indicators): Customer care always greets when serving (SM2: 8.00%), the appearance of the room and customer care is neat, fragrant and attractive (SM1: 7.95%) , Serve with a positive response (SM4: 7.91%), Effectiveness in providing solutions for every customer complaint (SM3: 7.83%), Customer care is willing to listen to customer complaints wholeheartedly (SM5: 7.76%).

The results of compergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to using Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

This research supports research conducted by (Ratih, 2018) regarding the effect of product performance, service and human resources on company intentions and customer satisfaction of PT Asuransi Jiwasraya.

The findings of this study indicate that customer care services are able to form a good image in the minds of consumers with their appearance and tidiness as well as room tidiness, and customer care is willing to be a good listener and position themselves to provide the right solution, disciplined, firm, responsible attitude. and self-discipline is able to form a corporate image that is equivalent to the self-value of a customer care, besides that a brand that is able to support the prestige and lifestyle of consumers will increasingly shape the company's image.

HR Influence (Customer Care) To Purchasing Decision

The findings in this study prove that customer care has an influence on the company's purchasing decision, which is - 0.302 and is negative, at the t-statistical value = 3.562 > critical value = 1.96 and the p-value = 0.000 < 0.05, thus the hypothesis that states the customer care has a significant effect on brand image.

The results of convergent validity show that the customer care variable is more determined by the dimensions (indicators) that have a large loading factor, namely Customer care always greets when serving (SM2: 8.00%), the appearance of the room and customer care is neat, fragrant and attractive (SM1: 7.95%), Serve with a positive response (SM4: 7.91%), Effectiveness in providing solutions for each customer complaint (SM3: 7.83%), Customer care is willing to listen to customer complaints wholeheartedly (SM5: 7.76%).

The results of convergent validity show that the purchasing decision variable is more determined by the dimensions (indicators) that have a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease in making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

The findings of this study indicate that the positive response and self attitude provided by customer care can be one of the reasons consumers choose to subscribe to the Biznet internet provider, so consumers feel very well served, so of course this can help increase sales volume. company. listening to consumer complaints well and communicating well and providing sufficient service time are important points and innovations need to be made so that the company's image is formed and has an effect on increasing sales volume.

Influence Brand Image To Purchasing Decision

The findings in this study prove that brand image has a direct influence on purchasing decisions of 0.144. This is indicated by the t-statistical value (2.817) which is greater than the critical t-value (1.96), with the p-value (0.005) smaller than (0.05).

The results of convergent validity show that the brand image variable is more determined by the dimensions (indicators) that have a large loading factor, namely Biznet is supported by global pop from several countries so that the connection is secure (BI5: 8.83%), Biznet is supported by customer care which is able to convince customers to using Biznet services (BI6: 8.77%), the Biznet name gives personal pride to customers (BI1: 8.33%), and the Biznet name is able to support the lifestyle/presence of the customers (BI2: 8.33%), the Biznet name is unique, so it can reflect the something special about the brand name of the provider (BI3: 7.88%).

The loading factor generated from convergent validity also shows that purchasing decisions are more determined by the dimensions of the indicator which has a large loading factor, namely consumers do not hesitate to recommend using Biznet because the overall service is better when compared to other providers in Banyuwangi (PD4: 9.04%), Ease of making online payments so that you don't hesitate to subscribe to Biznet internet (PD10: 8.95%), the services and bandwidth provided are as expected (PD3: 8.89%), and Make repeat purchases or continuous subscriptions with internet providers at Biznet (PD6: 8.76%), consumers feel that the facilities at Biznet are quite good (PD8: 8.50%).

This research supports research conducted by (Pradana et al., 2018) regarding the effect of price, quality and brand image on motorcycle purchasing decisions, argues that brand image has an influence on consumer behavior in purchasing decisions. Because the brand is the main consideration in decision making by consumers. The better the brand image attached to the product, the more interested consumers will be to buy, because consumers assume that a product with a trusted brand image will provide a sense of security when consumers use the product and the sales of the product will also increase.

The findings of this study indicate that brand image has a significant effect on purchasing decisions. It can be explained that customers are impressed by the good reputation of the company, the bandwidth provided has succeeded in forming the perception that Biznet is the number one provider that is able to provide fast and secure connections and speed in handling complaints, this is one of the efforts in shaping the company's image because that way the company will be increasingly recognized by the wider community and of course consumers will feel confident to make purchasing decisions with Biznet internet providers and be confident and confident in recommending Biznet products to colleagues and the surrounding environment. Which means that this will certainly increase sales volume and area expansion for Biznet.

Conclusion

1. Service Quality If the service provided does not provide satisfaction to customers, it is not only the quality of service that gets a bad impression, but the service company will be affected. this certainly affects the purchasing decision, so of course Biznet needs to continue to innovate in terms of service, thus making it easier for Biznet to expand its reach, maintain existing customers and add new customers.
2. Facilities in the internet service business, facilities have a much-needed role to support the process in terms of store visit services, in this case, of course Biznet continues to innovate to always update the store space arrangement which is increasingly up to date in accordance with the ongoing trends among millennials today. .
3. Human Resources on brand image is a source of strength in research at Biznet Networks, it can be concluded that listening to consumer complaints well, communicating well and providing sufficient service time are important points and Biznet is supported by global pop from several countries, and Biznet is responsible for Responding to customer complaints after using the service is an important point of company strength.
4. 1. Company image has a positive and significant influence on purchasing decisions. The results of this study support research from (Ferdyanto, 2015) that

consumers buy a product by seeing whether the brand of the product is already known to many people or not.

Suggestion :

1. Service Quality, customers respond well to the service quality provided by Biznet to their customers. Therefore, Biznet needs to improve on important points, such as, engineering patrols need to be improved so that customers feel that the aerial and backbone cables are secure so that the connection is secure, and always put the best interests of customers first.
2. Price: In general, price is sensitive in supporting purchasing decisions, but there are things to note that internet purchases for Biznet home products have certain considerations, including the financial condition of customers who do not prioritize large bandwidth requirements but economical prices, in this case the management have overcome it by cutting prices and providing free installation, promo buy 3 months given free 1 month. So with the high bandwidth provided and the discounted promo price, consumers feel satisfied in terms of high bandwidth and affordable prices.
3. Facility, the facility for visiting the store is quite good but it is still necessary to continuously innovate so that consumers continue to feel interested in the latest facilities provided by the Biznet internet provider.
4. Customer Care, in terms of the service business, it is not only products that are required to innovate but service must be a concern for innovation, this has been done by Biznet at the end of 2020 Biznet directs customer care in its maximum service such as responding very quickly fast even no more than 5 minutes in responding to complaints or questions from customers via social media Instagram, Twitter, TikTok, etc. And what needs to be considered is that customer care must always be good in communicating with its customers.

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