

Analysis of Factors Influencing Consumer Decisions in Choosing a Wifi Service Provider in Rural Areas

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ABSTRACT

Wi-Fi networks have become an essential part of modern life, particularly for users who rely on internet connectivity for work, entertainment, education, and communication activities. This study aims to examine the influence of Wi-Fi signal quality on customer satisfaction levels. Several important factors were analyzed, including connection speed, network stability, latency, and signal coverage. The research applied a survey method involving Wi-Fi service customers, combined with quantitative data analysis to identify the relationship between signal quality and customer satisfaction. The findings reveal that strong and stable Wi-Fi signals significantly improve customer satisfaction, while weak connections and network disruptions negatively affect user experience and service perception. Therefore, internet service providers are encouraged to improve and maintain their network infrastructure in order to deliver optimal signal performance and enhance overall customer satisfaction. Reliable internet quality is considered crucial for maintaining customer loyalty and supporting the increasing demand for digital connectivity in modern society.

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INTRODUCTION

Development of information and communication technology has made the internet an essential part of everyday life. One of the technologies that enables broad internet access is Wi-Fi networks. Cisco states that Wi-Fi technology allows users to connect to the internet wirelessly, providing convenience for various activities at home, workplaces, educational institutions, and public spaces. The flexibility offered by Wi-Fi has significantly changed how people communicate, access information, and

perform digital activities in modern society. In addition, the increasing dependence on digital platforms has encouraged communities to rely heavily on stable internet access for educational, economic, and social purposes. As technology continues to evolve, Wi-Fi networks are becoming increasingly important in supporting digital transformation across different sectors of society.

Despite its advantages, unstable Wi-Fi signal quality remains one of the most common problems experienced by users. Several factors, including connection speed, network stability, latency, and signal coverage, greatly influence user experience and customer satisfaction with internet services. Poor signal performance may interrupt online learning, business operations, communication, and entertainment activities. Therefore, maintaining reliable network quality has become an important challenge for internet service providers. In many cases, unstable internet connections also reduce productivity and create frustration among users who depend on online systems for daily activities. Consequently, service providers must continuously monitor and improve network performance to maintain service quality and customer trust.

Customer satisfaction plays a significant role in the internet service industry because it directly affects customer loyalty and the company's public image. When users experience slow or unstable internet connections, they are more likely to switch to competing providers that offer better services. According to Philip Kotler and Kevin Lane Keller, customer satisfaction is closely related to how well a service meets or exceeds consumer expectations. As a result, internet providers must continuously improve their network quality in order to remain competitive in an increasingly dynamic market. Companies that fail to maintain service quality may lose customers and experience a decline in market competitiveness. Therefore, customer-oriented service improvement strategies are essential to sustain long-term business growth.

In Indonesia, issues related to Wi-Fi network quality continue to receive considerable attention. Many customers complain about inconsistent internet speed, especially during peak usage hours or in densely populated areas with a large number of connected users. Such conditions often lead to network congestion, which negatively affects internet performance. Consequently, internet providers are expected to develop more efficient systems and infrastructures to overcome these limitations and improve service reliability. The rapid growth of internet users in Indonesia has further increased the demand for faster and more stable internet services. This situation encourages providers to invest in technological innovation and network expansion to fulfill growing consumer expectations.

Environmental conditions also contribute to the quality of Wi-Fi signals. Interference from electronic devices such as televisions, microwaves, and other wireless equipment can weaken network performance. In addition, building structures, thick walls, and room layouts may reduce signal coverage and stability. Research by Santoso and Hidayat (2021) emphasizes that physical and environmental

factors play a major role in determining the effectiveness of wireless internet connections. Therefore, proper network installation and strategic router placement are necessary to ensure optimal signal distribution. Besides technical factors, weather conditions and the distance between devices and routers may also affect signal quality. For this reason, internet providers and users need to understand the importance of effective network management in maximizing internet performance.

Consumer purchasing decisions are closely associated with their evaluation of products and services. According to Leon Schiffman and Leslie Lazar Kanuk, purchasing decisions reflect consumer behavior in searching for, selecting, using, evaluating, and consuming products or services in order to satisfy their needs. This process involves various considerations before consumers decide whether a product or service is worth purchasing. Consumers generally compare several service providers before making a final decision based on quality, price, and brand reputation. In addition, positive experiences from previous users often become important references that influence consumer confidence in selecting internet services.

Furthermore, Setiadi, as cited in Sangadji and Sopiah (2013), explains that purchasing decisions involve integrating knowledge and evaluating several alternatives before selecting one option. Similarly, Kotler (2002) defines purchasing decisions as actions taken by consumers in determining whether or not to buy certain products or services. Consumer decisions are influenced by several factors, including cultural, social, technological, personal, and psychological aspects. Social influences such as family and peer groups, technological developments like internet accessibility, as well as personal conditions including age, occupation, financial status, and lifestyle all contribute to shaping consumer preferences and decisions. Psychological factors such as motivation, perception, trust, and learning behavior also strongly affect consumer attitudes toward internet service providers. Therefore, understanding consumer behavior is important for companies in designing effective marketing strategies and improving customer satisfaction.

In addition, marketing strategies also have a strong influence on consumer purchasing decisions. According to Agung (2018), factors such as brand image, social media promotion, sales promotion, and word-of-mouth communication significantly affect consumer behavior. Effective promotional strategies can increase public trust and encourage consumers to choose particular internet service providers. This study also discusses marketing strategies and Wi-Fi network installation practices implemented by Lamongan Network Nusantara, particularly in improving service quality and expanding customer satisfaction in the competitive internet service industry. The company's efforts in strengthening network infrastructure and utilizing digital marketing are expected to improve customer loyalty and business performance. Moreover, effective communication with customers can help companies better understand consumer needs and provide more responsive internet services.

METHODS

This study employed a descriptive qualitative approach combined with secondary data analysis to obtain a comprehensive understanding of marketing strategies and Wi-Fi network installation practices at Lamongan Network Nusantara. The qualitative descriptive methodology was chosen to explore factual conditions related to the implementation of the company's programs and services. Through this approach, the research aimed to provide an in-depth explanation of the strategies used in improving network quality and customer satisfaction.

The data used in this research consisted of both primary and secondary sources. Primary data were collected through interviews with stakeholders, direct field observations, and documentation, while secondary data were obtained from journals, internet sources, official documents, and articles related to the research topic. These data collection methods enabled the researchers to gather detailed and accurate information regarding the operational and marketing activities of the company.

To support the research process, the study applied observation, interviews, and documentation techniques using structured instruments prepared in advance according to the research objectives. In selecting informants, the researchers used purposive sampling, where participants were chosen based on specific criteria relevant to the study. In addition, documentation methods were useful in obtaining supporting information that could not be directly collected through observation or interviews, thereby strengthening the validity and completeness of the research findings.

RESULTS AND DISCUSSION

Customer decisions in choosing Wi-Fi service providers in rural areas are influenced by several important factors related to service quality, accessibility, and customer satisfaction. In rural communities, internet access has become increasingly important for education, communication, business, and entertainment purposes. Consumers usually evaluate internet providers based on their ability to deliver stable and reliable connections. Service quality strongly influences customer satisfaction and purchasing behavior (Kotler & Keller, 2016). The availability of consistent internet service is highly valued because many rural areas still experience limited technological infrastructure. As a result, customers tend to select providers that can ensure minimal disruptions and dependable connectivity. Service providers that successfully maintain network performance are more likely to gain customer trust and long-term loyalty. Therefore, service quality remains one of the primary considerations in consumer purchasing decisions.

Service quality is considered the most influential factor because consumers expect internet connections that can support their daily activities without interruption. In rural regions, technical challenges such as limited infrastructure and difficult

geographical conditions often affect network stability. Customers generally prefer providers that offer strong and stable signals with sufficient internet speed. Reliable wireless network infrastructure is essential in supporting effective digital communication and internet accessibility (Cisco, 2021). Companies that utilize advanced technologies, such as fiber optic systems or signal boosters, are usually more attractive to consumers because they can overcome geographical barriers more effectively. In addition, network reliability during peak usage hours becomes an important aspect in determining customer satisfaction. A stable internet connection allows users to access digital platforms more efficiently for work, learning, and communication purposes. Consequently, providers that consistently deliver high-quality services gain a competitive advantage in the market.

Internet speed is another major factor influencing consumer preferences in selecting Wi-Fi services. Consumers require fast internet connections to support activities such as video streaming, online meetings, gaming, and social media usage. In rural areas, users often compare internet speed among providers before making purchasing decisions. Internet speed and signal stability significantly affect user experience and satisfaction with wireless internet services (Santoso & Hidayat, 2021). Providers capable of delivering high-speed connections are generally preferred because they provide a better online experience. Speed consistency is also essential because unstable connections may disrupt productivity and reduce customer satisfaction. Besides speed, consumers highly appreciate service providers that respond quickly to complaints and technical problems. In rural areas where access to technicians and service centers may be limited, responsive customer support becomes an important competitive advantage for internet companies.

Customer service quality also plays a significant role in influencing consumer trust and satisfaction. Friendly, responsive, and accessible customer support creates a sense of security among consumers when technical problems occur. Rural customers often rely heavily on customer support because technical assistance may not always be easily available in remote locations. Positive service experiences strongly influence consumer attitudes and loyalty toward products or services (Schiffman & Kanuk, 2007). Providers that can offer quick problem-solving services and clear communication are more likely to maintain positive relationships with their customers. Effective customer support also contributes to customer loyalty because consumers feel valued and supported. Furthermore, companies that actively listen to customer feedback can improve their services based on user needs and expectations. Therefore, excellent customer service is an important factor in strengthening the reputation and competitiveness of Wi-Fi providers in rural areas.

Pricing and service packages are also major considerations for consumers, especially in rural communities where purchasing power is generally lower than in urban areas. Consumers tend to look for affordable internet packages that still provide satisfactory service quality. Flexible pricing systems can attract more customers

because they allow users to select packages according to their financial capabilities and internet needs. Price, promotions, and brand image are among the important factors that influence consumer purchasing decisions (Agung, 2018). Internet providers that offer various package options usually gain greater attention from consumers. In addition, transparent pricing without hidden costs increases customer trust in the service provider. Affordable internet services are especially important in rural areas because many households must carefully manage their monthly expenses. Consequently, competitive pricing strategies are essential for attracting and retaining customers in the rural internet service market.

Promotional programs and discounts also have a strong influence on consumer purchasing decisions. Many customers are attracted to internet providers that offer special promotions such as discounted installation fees, additional data quotas, or lower subscription prices for new users. In rural communities, promotional offers often become one of the main reasons consumers decide to subscribe to a particular service. Promotional strategies are important marketing tools that can increase consumer interest and influence purchasing behavior (Kotler, 2002). Promotions not only increase customer interest but also help providers expand their market reach. Social media advertising and word-of-mouth promotion also contribute to increasing public awareness about available internet services. In many cases, consumers are more willing to try new providers when attractive promotional benefits are offered. Therefore, effective promotional strategies can significantly improve customer acquisition and business growth.

The emergence of new competitors also affects the performance and income of internet service businesses. Increasing competition among Wi-Fi providers encourages companies to improve their service quality, pricing strategies, and customer support systems. Competition is a condition in which companies demonstrate their respective advantages in offering products or services to consumers (Nitisemito, 2006). The ability to compete effectively greatly influences the revenue and sustainability of a business. Lamongan Network Nusantara operates similarly to many other Wi-Fi businesses by purchasing internet bandwidth and reselling it to customers. As more providers enter the market, companies must continuously innovate to maintain their customer base and remain competitive. Therefore, competitive strategies are essential for ensuring long-term business success in the internet service industry.

Payment flexibility and community reputation are additional factors that influence consumer decisions in choosing Wi-Fi services in rural areas. Flexible payment systems allow customers to select payment methods that match their economic conditions and preferences. Providers commonly offer prepaid and postpaid systems to accommodate different customer needs. Prepaid systems help customers control their spending, while postpaid systems provide convenience and stable service usage. Purchasing decisions are influenced not only by economic

considerations but also by social trust and consumer perceptions (Sangadji & Sopiah, 2013). In addition to payment flexibility, the reputation of a provider within the local community strongly affects customer trust. Positive recommendations from relatives, neighbors, and local residents often influence purchasing decisions because rural communities tend to value social opinions highly. Providers that maintain good relationships with customers and consistently deliver reliable services are more likely to build strong reputations and attract new users.

CONCLUSION

Based on the findings of this study, several factors significantly influence consumer decisions in choosing Wi-Fi service providers in rural areas. Service quality, internet speed, customer support, pricing, promotional programs, competition, payment flexibility, and company reputation all play important roles in shaping consumer preferences. Among these factors, stable internet connectivity and responsive customer service are considered the most essential because they directly affect user satisfaction and daily internet activities. Consumers in rural areas tend to prioritize providers that can offer reliable and affordable services despite existing infrastructure limitations.

The study also shows that effective marketing strategies and technological innovation are necessary for internet service providers to remain competitive in the growing digital market. Promotional offers, flexible payment systems, and positive recommendations from the local community can increase customer trust and encourage purchasing decisions. In addition, providers that continuously improve their network infrastructure and maintain good relationships with customers are more likely to achieve customer loyalty and long-term business sustainability. Competition among providers also encourages companies to improve service quality and develop more customer-oriented strategies.

Furthermore, the role of internet services in rural communities has become increasingly important in supporting communication, education, business, and social activities. Therefore, internet providers must pay attention not only to technical aspects but also to customer satisfaction and community needs. Companies such as Lamongan Network Nusantara are expected to continue improving service quality, expanding network coverage, and implementing effective marketing approaches to support digital accessibility in rural areas. Through continuous innovation and customer-centered services, internet providers can contribute to improving the quality of life and digital development of rural communities.

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