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ANALYSIS OF FACTORS AFFECTING PUBLIC INTEREST IN USING INTERNET SERVICE PROVIDERS IN BATAM CITY

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ABSTRACT

Research conducted by researchers in this paper is to identify factors influencing the willingness to pay of Batam residents to use the internet service providers. Materials used in this study are : convenience, price, value, quality, trust, and willingness to pay more. Trust will be the mediator variable for the connection between the dependent factor of wilingness to pay more with the rest of the variable. The sample used in this research are resident of the Batam City who is using the the internet service providers provided in batam city. A sample of 284 respondents was used in this research. Data is collected using the Smart Partial Least Square (PLS) app. The results of the study showed that the influence variable which was stated to be significantly positive on willingness to pay more are quality and convenience. Variables that are declared insignificant are the effect of price and value.

Keywords: *Willingness to Pay More, Internet Service Providers, Batam City*

INTRODUCTION

In this digital era, society cannot be separated from technology and the internet. In this day and age, technology such as mobile phones, computers, and others have become devices that are not surprising for the public to have. To access wider things, these devices can use the internet as a medium. The development of technology has made the internet can be used in various fields. At first, the internet was only used to send messages or use social media. However, technological developments have resulted in the internet being a medium for people to get information, buy goods, communicate with other people, and so on.(Setyaning & Nugroho, 2020). Batam City is one of the cities where the people also cannot run away with technology or the internet. The number of internet users in Batam city is always increasing from year to year, in 2018, the number of internet users in Batam city has reached 61.75% of the total population of Batam city, while in 2019, the number of internet users in Batam city has increased. reached 72.63%. The male population who can use the internet has reached 74.43%, while the female population is 70.78%. The number of users of electronic devices such as computers, cellphones and others has also reached a very high percentage of 88.06% compared to the total population of Batam.(Katabatam.com, 2020).

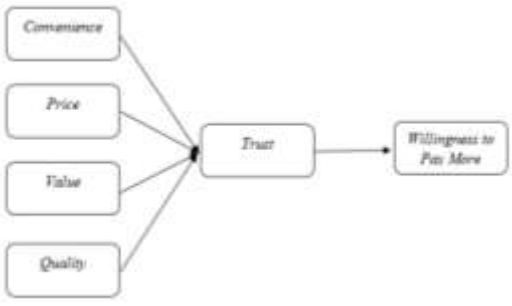
Seeing the large number of internet users in Batam, the government also provides several internet points in Batam which are divided into 20 points. However, not all internet points in Batam city run in good condition. One of the internet points is in Engku Putri Square, Batam city. Indeed, there have been provided internet facilities for free, but the condition of the facilities is not very supportive to be used comfortably. There are several facilities that are in very bad condition such as a damaged modem plus a broken power cable. This makes internet service users prefer to install their own internet service rather than using free internet (BATAMPOS.CO.ID, 2019)

An internet service provider) is something that is needed before someone uses the internet. ISP is an internet service provider so that people can use the internet. ISPs must pay attention to many aspects to get the public's desire to use and subscribe to these service providers. The quality and ease of using internet services is needed so that people are interested in subscribing to the ISP (Thaichon, 2016). There are a lot of internet service providers in Indonesia such as First Media, Biznet Home, MNC Play dan Indihome (Cekaja.com, 2019).

PROPOSED INNOVATION

Seeing from the many internet services in the form of wi-fi available in Batam city, service providers must compete to achieve the desire of users to pay in order to use these services. In this study, researchers will explore several causes that influence customer interest in wanting to subscribe to internet services in the form of available wi-fi. The thing that influences customer interest is the ease of using the service (Service Convenience). Ease of using the service has become one of the demands of consumers in order to continue to use the intended service. Ease in this case is divided into two core parts, namely the time and effort required to use the service. Services that are practical in the use of time and effort can be in the form of convenience to pay service bills, ease of accessing services and others(Augusto, Santos, & Santo, 2020). Price has become the dominant factor before someone makes a transaction. The price perception felt by the public before buying an item/service has long been something to be studied to determine their interest in the product/service. Price builds people's trust in the product/service they see. A high price will cause someone not to be interested in buying the goods/services offered (Issock Issock, Roberts-Lombard, & Mpinganjira, 2020).The value of a product/service means that the value is considered a good agreement on the part of the user for something that will be issued to get it. The perceived value of consumers as a whole is an assessment of the usefulness of the product based on the perception of what is received and what is given. In short, the assessment is based on the fairness between the quality and the price (CHAUDHURI & LIGAS, 2016). Quality is the perceived product quality that reflects the customer's overall assessment of the superiority of the product. Existing research points to the fact that high quality creates a high level of trust in the product as well. However, if the company exaggerates the quality of the products offered, consumers tend to be suspicious before buying the product (Issock Issock et al., 2020). Trust has become a key concept in long-term relationships between brands and users. To build consumer trust, a brand should be able to provide the information needed. Trust is needed in a buying or using process. Trust has become a very important variable in building a successful brand as well as providing an advantage by competing with other service brands(Augusto et al., 2020) . Buyer's intention to pay more (willingness to pay more) means the willingness of a buyer to pay for a certain brand compared to other brands that offer similar services or products. A brand can get the desire to pay from its consumers by making it easier to use or the sophistication of its product or service. Trust is also a source for consumers to want to continue using the service(Augusto *et al*., 2020) .Therefore, the researchers used convenience, price, value, and quality as independent variables in this study. The variable that will be used as a mediation in this study is the user's trust so that they want to pay to use the service (trust). Trust will affect the interest of buyers to want to pay for the services used (willingness to pay more)(Augusto et al., 2020) . Therefore, the author made a study entitled: "Analysis of Factors Affecting Public Interest in Using Internet Service Providers in Batam City".

Figure 1. Proposed Model



METHODS

- **Design in Research**

This study is one of the studies made in order to find out the factors that will affect people's desire to pay more in order to use an internet service. This research aims to increase our knowledge. This study uses 3 types of variables which will then be translated into 6 variables. The variables are dependent, mediating, and independent variables. The dependent variable is willingness to pay more. The mediating variable is trust. The independent variables consist of convenience, price, value, and quality.

- **Objects in Research**

The object of research is the problem topic of a research. Sosiologis.com (2018). The object of this research is internet service provider in the form of wi-fi in Batam city. The sample used in this study is internet service users in the form of wi-fi in the city of Batam. Internet services in the form of wi-fi referred to in this study are First Media, Biznet Home, MNC Play and Indihome. This is because the four internet service providers in the form of wi-fi are the best providers in the city of Batam.(Cekaja.com, 2019). The sample of this study was taken using a non-probability sampling method, this method is a method that uses judgmental sampling. Judgmental sampling is a practical sample in which the researcher selects the accepted sample based on the researcher's criteria based on subjectivity and experience to get accurate results (Asikbelajar.com, 2017).

- **Variable Definition**

a. Convenience

According to Augusto *et al*., (2020) Ease of using the service is one of the consumer's requests in order to continue to use the intended service. Ease in this case is divided into two core parts, namely the time and effort required to use the service. Services that are practical in the use of time and effort can be in the form of convenience to pay service bills, ease of accessing services and others. The questionnaire of convenience variables will be taken from research conducted by Augusto *et al*., (2020) with a total of 3 statements and assessed using the Likert standard with 5 points.

Table 1. Convenience's Statements

No	Question	Source
1	**The ISP service that you choose is fast**	**(Augusto et al., 2020)**
2	**The ISP service that you choose is easy to access**	
3	**The ISP service that you choose has high availability**	

b. Price

According to Issock Issock *et al*., (2020) price has become the dominant factor before someone makes a transaction. The price perception felt by the public before buying an item/service has long been something to be studied to determine their interest in the product/service. Price builds people's trust in the product/service they see. A high price will cause someone not to be interested in buying the goods/services offered. The questionnaire of the price variable was taken from research conducted by Issock Issock *et al.*, (2020) as many as 2 statements and assessed using the Likert standard based on 5 values.

Table 2. Price's Statements

No	Question	Source
1	**The ISP subscription price is very reasonable**	**(Issock Issock et al., 2020)**
2	**The ISP subscription price is very suitable for the services you get**	

c. Value

According to CHAUDHURI dan LIGAS (2016) The value of a product/service

means that the value is considered a good agreement on the part of the user for something that he will spend to get it. The perceived value of consumers as a whole is an assessment of the usefulness of the product based on the perception of what is received and what is given. In short, the assessment is based on the fairness between the quality and the price. The value variable questionnaire was processed from research conducted by CHAUDHURI dan LIGAS (2016) as many as 3 statements and assessed based on the Likert standard by giving 5 points.

Table 3. Value's Statements

No	Question	Source
1	**Overall, the prices on ISP subscriptions are very reasonable for the quality you get.**	(**CHAUDHURI** & LIGAS, 2016)
2	**The ISP service obtained is of good value.**	
3	**The complementary services offered by the ISP used are very economical**	

d. Quality

According to Issock Issock *et al*., (2020) , quality is the perceived product quality that reflects the customer's overall assessment of the superiority of the product. Existing research points to the fact that high quality creates a high level of trust in the product as well. However, if the company exaggerates the quality of the products offered, consumers tend to be suspicious before buying the product. The statement for the questionnaire from the quality variable will be processed from research conducted by Issock Issock *et al*., (2020).

Table 4. Quality's Statements

No	Question	Source
1	**The ISP service used is of good quality.**	**(Issock Issock et al., 2020)**
2	**ISP complementary services offered are of good quality.**	
3	**The ISP services used are of better quality than other ISP services.**	
4	**The ISP service used is more reliable than other ISP services.**	

e. Trust

Trust has become a key concept in long-term relationships between brands and users. To build consumer trust, a brand should be able to provide the information needed. Trust is needed in a buying or using process. Trust has become a very important variable in building a successful brand as well as providing an advantage by competing with other service brands. The trust variable questionnaire will be taken from research conducted by Augusto *et al*., (2020) dengan jumlah pernyataan sebanyak 3 pernyataan dan dinilai menggunakan skala *likert* berdasarkan 5 tingkat nilai.

Table 5. Trust's Statements

No	Question	Source
1	**The ISP service used can be trusted**	**(Augusto et al., 2020)**
2	**Whatever service you want from this ISP, you can get it.**	
3	**The ISP service used is reliable.**	

f. Willingness to pay more

buyer's interest to pay more (willingness to pay more) means the willingness of a buyer to pay for a certain brand compared to other brands that

offer similar services or products. A brand can get the desire to pay from its consumers by making it easier to use or the sophistication of its product or service. Trust is also a source for consumers to want to continue using the service. The questionnaire of the variable willingness to pay more was processed from research conducted by Augusto *et al*., (2020).

Table 6. Willingness to pay more's Statements

No	Question	Source
1	**I am willing to pay more to use the services of the ISP used compared to other services.**	**(Augusto et al., 2020)**
2	**The prices offered by ISP services are very reasonable.**	
3	**If the price of this ISP service increases, I will still be a customer.**	

- **Data Collection Techniques**

The data collection technique was used by the method of distributing questionnaires and was carried out through the creation of a google form. The created questionnaire was distributed online. The statement on the questionnaire is divided into two parts which will be filled out by the respondent. The first part of the questionnaire contains the demographic characteristics of the respondents and the second part of the questionnaire contains the influence of several variables on the research to be studied. The variable statement was adapted through research articles conducted by Augusto *et al*., (2020), Issock Issock *et al*., (2020) and CHAUDHURI dan LIGAS (2016).

The data used in this study is divided into two types of data. The first data is primary data which contains data obtained from the object of research and the second data is secondary data obtained from journals containing the influence of factors from independent variables, mediation to dependent.

- **Data Analysis Method**

a. Descriptive Statistic

Descriptive statistics are the characteristics of the respondents who filled out the questionnaire. In descriptive statistics, there are data in the form of gender, age, last education, occupation, monthly income, experience in subscribing to internet provider services and services used. Descriptive statistics make it easier for researchers to manage and know the characteristics of respondents and are very helpful in presenting more accurate information.(Lee, Haque, Maulan, & Lee, 2018)

The data resulting from this management is data on the characteristics of the respondents in the form of the gender of the respondents. The results of the analysis in table 4.1 show that there are 284 respondents who filled out the questionnaire through this google form consisting of 74.6% men with a frequency of 212 people and 25.4% women with a frequency of 72 people. The conclusion of the respondents, most of these respondents are men.

Demografi Responden Sesuai Jenis Kelamin

Table 7. Gender

		Frequency	Percent
Valid	Man	212	74.6
	Woman	72	25.4
	Total	284	100.0

The analysis from table 2 is a table containing the demographics of the respondents according to their age. 9.2% of respondents aged less than 18 years with a frequency of 26 people, 72.2% of respondents aged 18 to 25 years with a frequency of 205 people, 12.3% of respondents aged 26 to 39 years with a frequency of 35 people, 6.3% of respondents aged over 39 years with a frequency of 18 people. The results of the respondents, most of the respondents aged 18 to 25 years.

Table 8. Age

Age		Frequency	Percent
Valid	< 18	26	9.2
	18 -25	205	72.2
	26 - 39	35	12.3
	> 40	18	6.3

	Total	**284**	**100.0**

The analysis from table 3 is the demographics of the respondents from their last education. The results of the questionnaire show that 15.1% of respondents have an education below junior high school with a frequency of 43 people, 70.8% of respondents have a high school education with a frequency of 201 people, 14.1% of respondents have college S3 education with a frequency of 40 people.

Table 9. Education

		Frequency	Percent
Valid	≤ Middle School	43	15.1
	High School	201	70.8
	College	40	14.1
	Total	284	100.0

The analysis from table 4 is in the form of demographic analysis of respondents based on the respondent's occupation. 55.6% of respondents are students with a frequency of 158 people, 7.0% of respondents work as entrepreneurs with a frequency of 20 people, 30.6% of respondents are employees with a frequency of 87 people, and 6.7% of respondents do not work with a frequency of 19 people. Most of the respondents were students.

Table 10. Occupation

		Frequency	Percent
Valid	Student	158	55.6
	Entrepreneur	20	7.0
	Employee	87	30.6
	Not Working	19	6.7
	Total	284	100.0

Table 5 is a table of respondents' demographic analysis of the respondents' monthly income. The results of the analysis, 73.9% of the respondents have an income less than Rp. 4,000,000 with a frequency of 210 respondents, 15.1% of the respondents earn as much as Rp. 4,000,001 to Rp. 8,000,000 with a frequency of 43 people, respondents who earn Rp. 8,000,001 to 10,000,000 there are 18 respondents with a percentage of 6.3% and 4.6% of respondents earning more than Rp. 10,000,000 with a frequency of 13 people. The largest frequency of respondents with income below Rp. 4,000,000.

Table 11. Income

		Frequency	Percent
Valid	< Rp. 4,000,000	210	73.9
	Rp. 4,000,001 - Rp. 8,000,000	43	15.1
	Rp. 8,000,001 - Rp. 10,000,000	18	6.3
	> Rp. 10,000,000	13	4.6
	Total	284	100.0

Table 6 shows the number of respondents who subscribe to the ISP. As a result, all respondents subscribe to the services of internet users.

Table 12. Frequency

		Frequency	Percent
Valid	Iya	284	100.0

The results of the analysis in table 7 are an analysis of the types of internet provider services used by respondents. A total of 4.6% of respondents use first media services with 13 respondents, 4.9% of respondents use Biznet Home services with 14 respondents, 4.9% of respondents use MNC Play services with 14 respondents, 85.6 % of respondents use Indihome services with 243 respondents.

Table 13. Providers used

		Frequency	Percent
Valid	First Media	13	4.6
	Biznet Home	14	4.9
	MNC Play	14	4.9
	Indihome	243	85.6
	Total	284	100.0

- **Quantitive Analysis Methods**

a. *Outer Model*

1. Convergent Validity

This validity testing method is a method in determining the indicators of each construct. The test results can be seen through the out loading and AVE values. Out loading results that show a value of 0.5 – 0.6 are considered sufficient and declared valid (Hair, Risher, Sarstedt, & Ringle, 2019). While the AVE value above 0.5 is data that is considered valid (Ghozali, 2021).

1.1 Uji Outer Loadings

It can be concluded that all outerloading values in the statement are worth more than 0.6 and are valid. This is in accordance with the statement

(Hair et al., 2019) which says that the outerloading value greater than 0.5 is valid data. It can be seen in the statement that Price has the highest outerloading value compared to other variables. This shows that Price has the strongest correlation with these variables. Although the other statements have a smaller outerloading compared to Price, the other statements also have a strong correlation because they have far exceeded the number 0.6.

Tabel 14. *Outer Loadings*

Statements	*Loading Factor*	Keterangan
Convenience 1	0.851	Valid
Convenience 2	0.908	Valid
Convenience 3	0.872	Valid
Price 1	0.923	Valid
Price 2	0.93	Valid
Value 1	0.839	Valid
Value 2	0.865	Valid
Value 3	0.858	Valid
Quality 1	0.86	Valid
Quality 2	0.854	Valid
Quality 3	0.866	Valid
Quality 4	0.813	Valid
Trust 1	0.852	Valid
Trust 2	0.871	Valid
Trust 3	0.865	Valid
Willingness to pay more 1	0.819	Valid
Willingness to pay more 2	0.873	Valid
Willingness to pay more 3	0.85	Valid

1.2 AVE

It can be concluded that all AVE values in the statement are worth more than <0.5 and are valid. This is in accordance with the statement (Ghozali, 2021) which says that the outerloading value greater than 0.5 is valid data.

Table 15. AVE

Variable	AVE	Keterangan
Convenience	0.77	Valid
Price	0.858	Valid
Quality	0.72	Valid
Trust	0.745	Valid
Value	0.729	Valid
Willingness to pay more	0.719	Valid

2. Validitas Discriminant

Discriminant validity relates to the principle that different construct indicators should not have a high correlation. Discriminant validity can be seen from the value of cross loadings, Fornell-Larcker criterion, and HTMT ratio.

2.1. *Cross Loadings*

Because the value of cross loadings is the largest in each variable, then the data is classified as valid. For example, Convenience 1 – Convenience 3 has the largest value on the convenience variable compared to other variables. This also applies to other variables.

Table 16. *Cross Loadings*

	Conv	*Price*	*Quality*	*Trust*	*Value*	*WTP*
C_1	0.851	0.546	0.602	0.546	0.605	0.585

C_2	0.908	0.467	0.554	0.588	0.651	0.549
C_3	0.872	0.458	0.566	0.549	0.625	0.548
P_1	0.539	0.923	0.551	0.501	0.548	0.566
P_2	0.495	0.93	0.547	0.523	0.58	0.545
Q_1	0.592	0.468	0.86	0.547	0.523	0.565
Q_2	0.556	0.518	0.854	0.521	0.496	0.57
Q_3	0.552	0.533	0.866	0.518	0.55	0.631
Q_4	0.514	0.494	0.813	0.507	0.576	0.619
T_1	0.561	0.438	0.535	0.852	0.615	0.553
T_2	0.517	0.473	0.497	0.871	0.605	0.513
T_3	0.577	0.52	0.564	0.865	0.603	0.544
V_1	0.595	0.535	0.544	0.565	0.839	0.576
V_2	0.585	0.522	0.54	0.587	0.865	0.61
V_3	0.649	0.505	0.535	0.647	0.858	0.61
WTP_1	0.594	0.541	0.583	0.516	0.622	0.819
WTP_2	0.52	0.515	0.64	0.526	0.59	0.873
WTP_3	0.511	0.471	0.561	0.541	0.573	0.85

2.2 *Fornell-Larcker Criterion*

The test of the discriminant validity of the Fornell-Larcker Criterion is to compare the square root of the AVE for each construct with the correlation value between the constructs in the model. Good discriminant validity shown from the square root of AVE for each construct is greater than the correlation between constructs in the model. Because the square root value of AVE is the largest in each variable, then the data is classified as valid. For example, convenience has the greatest value on the convenience variable compared to other variables. This also applies to other variables.

Table 17. Fornell-Larcker

	Conv	*Price*	*Quality*	*Trust*	*Value*	*WTP*
Conv	0.877					
Price	0.558	0.926				
Quality	0.653	0.593	0.849			
Trust	0.64	0.553	0.617	0.863		
Value	0.715	0.609	0.631	0.704	0.854	
WTP	0.638	0.599	0.702	0.622	0.701	0.848

2.3 *Heterotrait-Monotrait Ratio (HTMT Ratio)*

HTMT less than 0.9 is very good and means that the validity has been reached. Because each HTMT Ratio is smaller than 0.9, then the data is classified as valid **(Hair et al., 2019).**

Table 18. *HTMT Ratio*

	Conv	*Price*	*Quality*	*Trust*	*Value*	*WTP*
Conv						
Price	0.664					
Quality	0.76	0.696				
Trust	0.761	0.664	0.726			
Value	0.857	0.739	0.751	0.854		
WTP	0.774	0.733	0.84	0.762	0.866	

3. Reliability

The reliability test method was tested using a scale on each variable having a Cronbach above 0.70. All variables made will be accepted if they have a scale above 0.70. A high Cronbach alpha value can indicate that the variable is internally consistent. A Cronbach alpha value that exceeds 0.70 can be concluded that the steps taken in this study are reliable. The reliability of a data can also be tested using the Composite

Reliability method by looking at the Composite Reability value which can be declared reliable if it has a value > 0.70(Ghozali & Latan, 2015). In this reliability test, it shows that each Cronbach's Alpha value has exceeded the number 0.7 and is declared reliable in this study.

Table 19. Reliability Test

Variable	*Cronbach's Alpha*	Keterangan
Convenience	0.85	Reliabel
Price	0.835	Reliabel
Quality	0.87	Reliabel
Trust	0.829	Reliabel
Value	0.815	Reliabel
Willingness to pay more	0.804	Reliabel

4.Direct Effect

This test is done so that researchers can find out how much influence from variable to other variables without a mediating variable. The magnitude of the influence can be seen through the path coefficient. The significance of a variable is seen through the path coefficient table, namely T-Statistics which is declared significant if it reaches 1.96 or P-values < 0.50(Ghozali & Latan, 2015).

The results of the path coefficient table show a direct effect and are declared significant if the value of the t-statistic exceeds 1.96 and the p-value <0.05. The results of the convenience variable on the trust variable have a significant effect with a t-statistic value of 2.6 and a p-value of 0.009. The price variable on trust has no significant effect with a t-statistic value of 1.835 and a p-value of 0.067. The quality variable has a significant effect on trust with a t-statistic value of 2.883 and a p-value of 0.004. The trust variable has a significant effect on the willingness to pay more variable because the t-statistic value reaches 11953 and p-values 0. While the value variable has a significant effect on the trust variable because it has a t-statistic value of 4.986 and a p-value of 0.

Table 20. ***Path Coefficient***

Variabel	*Mean*	*T-Statistic*	*P-Values*
Convenience -> Trust	0.171	2.6	0.009
Price -> Trust	0.099	1.835	0.067
Quality -> Trust	0.197	2.883	0.004
Trust -> Willingness to Pay More	0.622	11.953	0
Value -> Trust	0.396	4.986	0

5. Indirect Effect

The influence of the indirect effect variable can be declared significant if it has a t-statistic value > 1.96 and a p-value < 0.05. It can be seen that the relationship between price and willingness to pay more and the value to willingness to pay more has no significant effect because the p value is greater than 0.05. while the relationship between convenience to willingness to pay more and quality to willingness to pay more is very significant because it is less than 0.05.

Table 21. ***Indirect Effect test***

Variabel	*Mean*	*T-Statistic*	*P-Values*
Convenience -> Trust -> WTP	0.107	2.506	0.012
Price -> Trust -> WTP	0.062	1.777	0.076
Quality -> Trust -> WTP	0.123	2.761	0.006
Value -> Trust -> WTP	0.248	4.334	0

6. ***R Square***

The determinant coefficient test or R2 test is carried out so that researchers can test how much influence the variable has on the dependent variable. The test results of the determinant coefficient if it is close to the value of 1, the greater the suitability of the variable to the model (Ghozali & Latan, 2015). The value of R Square from trust explains the model by 57.4%, the remaining 42.6% is explained by

other variables, Willingness to pay more explains the model by 39%, the remaining 61% is explained by other variables.

Tabel 22. *R Square*

Variabel	*Mean*
Trust	0.574
Willingness to pay more	0.39

7. Standardized Root Mean Square Residual (SRMR)

SRMR is defined as the difference between the observed correlation and the inferenced correlation matrix model. Thus, the SRMR value can be referred to as a measure of the fit of the correlation matrix in the model, the SRMR value < 0.1 indicates that the resulting model is fit or in accordance with the data. The following output shows the SRMR value has complied with the criteria (Hair et al., 2019). It can be seen that the sample mean of the two models is less than 0.1, so the model is classified as good and meets the criteria. The Saturated Model value is only at 0.037 and the Estimated Model value is at 0.044.

Table 23. SRMR

	Sample Mean
Saturated Model	0.037
Estimated Model	0.044

8. *Goodness of Fit Model*

The quality of this test is used so that researchers can test whether the research model used for research is good or not. The higher the GoF value, the better the model will be. GoF value 0.10 is declared small, if 0.25 will be declared moderate, and > 0.36 will be declared high (Ghozali & Latan, 2015). The formula for calculating GoF is:

$$\sqrt{\overline{Comm} \; x \; \overline{R^2}}$$

GoF =

Gof = Goodness of Fit

$\overline{Comm}$ = Average Communality Index

$\overline{R^2}$ = Average R Square

$$\sqrt{0.7568 \; x \; 0.482}$$

Gof :

Gof : 0.604

From the results of the Gof, it is concluded that it is classified as a strong golf because it exceeds 0.36.

LIMITATIONS

Limitations of the study:

1. The questionnaire distributed is only based on the results of 284 respondents which were distributed to the people of Batam. The data was obtained based on respondents who were randomly distributed via the internet.

2. The r-square value of the variable only has an effect of 57.4% and 39%. It states that there are other variables that can influence the public's interest.

FUTURE WORK

Recommendations from researchers:

1. For internet service providers in the form of wi-fi: quality, price, value and practicality will greatly affect people's interest in using these services. Therefore, companies must be able to pay attention to all these factors so that people still feel like subscribing to these services. The mediating variable in the form of someone's trust in the service will also affect the interest of the community.

2. For further research: Important variables such as convenience, value, quality, price, and trust have important roles to increase public interest in using the internet service. Research questionnaires can also be shared with more and wider reach in order to produce more optimal results.

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