

# ANALISIS FAKTOR-FAKTOR YANG DIPERTIMBANGKAN KONSUMEN DALAM MENGGUNAKAN I-RING INDOSAT (Studi Pada mahasiswa Universitas Muhammadiyah Malang)

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 Oleh: Khoirul Anwar ( 03610239 )

Management

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## ABSTRACT

This is a survey research on the Indosat cellular user that use I-ring facility on their cell phone. This research entitled “ The Analysis of the Factors Considered by the Consumers on using i-ring”. (a study on the students of Muhammadiyah University Malang). The objective of this research is to know the factors considered by Indosat user in deciding to use the I-ring facility. In this research, we took hypothesis, i.e.: “ There are factors considered by Indosat user in deciding to use I-ring facility, which is social, private, and psycho logical factors”.

Our analysis tool is the factors analysis, this factor analysis is used to reduct, from many variables to one or a few factors. There are ten components presented in this research, and of course these components are have been considered by all of the Indosat consumers using I-ring. Based on the Kaiser-meyer-olkin (KMO) value analysis at 0,726 ( $>0,5$ ) with the sig. value of 0,000 ( $<0,05$ ) on the Bartlett’s test of sphericity, it means that the data is able to be processed further. From the ten of research indicator, all reached  $>0,5$  of msa, means that all of those factors ar within the factor analysis. From the embodying of the factors analysis, they are three factors which reach the eigen value of 2,108 and the variant procentage of 21,075% ; Psychological factor with eigen value of 1,942 and the variant procentage of 19,415% ; and the private factor with the eigen value of 1,738 and the variant procentage of 17, 376%.

Based on the factor research, the ten indicators used on this research can be reducted into three : Social and purchasing skill factor, psychological factor, and private factor. One of the factors that become the consideration of the consumer on using I-ring, is the social and purchasing skill factor. This factor gives the highest variant than the others. And one thing that included in this factor, and gives the greatest contribution on the consumer consideration in using I-ring is the friends influence.

By the conclusion above, it can be implicated that Indosat should take more focus on those three factors. But still it won’t be bad if the other factors also being considered.