

**PENGARUH LAYANAN INFORMASI TERHADAP MINAT BELI YANG  
DIMEDIASI OLEH KEPUASAN PELANGGAN TELKOMSEL DI  
SUMATERA**

***THE EFFECT OF INFORMATION SERVICES ON BUYING INTEREST  
MEDIATED BY TELKOMSEL CUSTOMER SATISFACTION IN SUMATRA***

**TESIS**

Diajukan Kepada Sekolah Pascasarjana Universitas Pendidikan Indonesia Untuk  
Memenuhi Sebagian Persyaratan Guna Memperoleh Gelar Master Sains



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SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2023**

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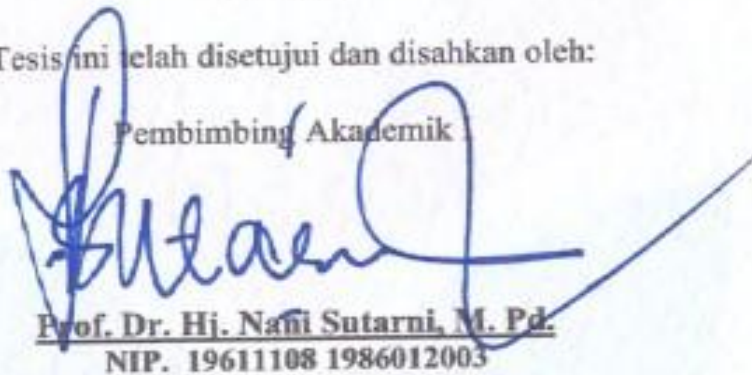
### PENGARUH LAYANAN INFORMASI TERHADAP MINAT BELI YANG DIMEDIASI OLEH KEPUASAN PELANGGAN TELKOMSEL DI SUMATERA

*(The Effect Of Information Services On Buying Interest Mediated By Telkomsel  
Customer Satisfaction In Sumatra)*

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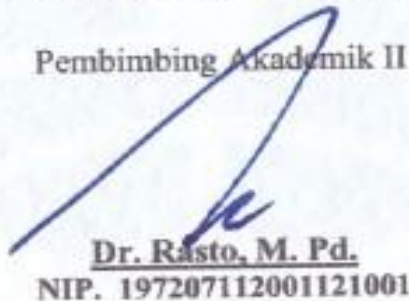
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## **LEMBAR HAK CIPTA**

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Magister Sains pada Sekolah Pascasarjana

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## **LEMBAR PERNYATAAN**

Dengan Ini saya menyatakan bahwa tesis dengan judul “PENGARUH LAYANAN INFORMASI TERHADAP MINAT BELI YANG DIMEDIASI OLEH KEPUASAN PELANGGAN TELKOMSEL DI SUMATERA” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung segala resiko dan konsekuensi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan atau ada klaim dari pihak lain terhadap karya saya ini.

Medan, Agustus 2023  
Yang Membuat  
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## **KATA PENGANTAR**

Puji syukur yang sedalam-dalamnya penulis panjatkan kehadiran Tuhan Yang Maha Esa atas segala berkat dan limpahan rahmat-Nya sehingga penulis dapat menyelesaikan proposal penelitian tesis dengan judul “Pengaruh Layanan Informasi Terhadap Minat Beli Yang Dimediasi Oleh Kepuasan Pelanggan Telkomsel di Sumatera”

Tujuan dari penulisan tesis ini adalah untuk memenuhi syarat dalam mencapai derajat Magister Pendidikan Manajemen Perkantoran pada Program Studi Pasca Sarjana Universitas Pendidikan Indonesia. Di dalam proses penulisan tesis ini, penulis banyak mendapatkan bimbingan dan dukungan dari berbagai pihak sehingga penulisan tesis ini dapat terselesaikan tepat waktu. Oleh karena itu, ucapan terimakasih yang sebesar-besarnya dan penghargaan setinggi-tingginya penulis sampaikan kepada:

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Medan, 11 Februari 2023

Penulis

## **ABSTRACT**

This study aims to investigate the relationship between information service users and purchase intent, mediated by Telkomsel customer satisfaction on Sumatra Island. Sumatra Island has a large population and is growing rapidly in the use of Telkomsel information services of various types such as: website, call center, grapari, and social media. However, research on how users of information services influence purchase intent and customer satisfaction is still limited in this region. This research method uses a quantitative approach with data collection techniques through surveys filled out by respondents who are users of information services on the island of Sumatra. Questionnaires are used to collect data on users' perceptions of information service users, their purchase intent, and their level of satisfaction. The study sample was randomly taken from various cities on Sumatra Island to represent the diversity of information service users in the region. Data analysis is performed using appropriate statistical methods, such as regression analysis and hypothesis testing. The results of this study will provide a better understanding of the influence of information service users on purchase intentions and user satisfaction on Sumatra Island. It is hoped that this research can provide valuable insights for information service providers, e-commerce companies, and governments in increasing information service users, understanding factors that influence purchase intent, and increasing user satisfaction on Sumatra Island.

**Keywords:** User Information Services, Purchase Intent, and Customer Satisfaction

## **ABSTRAK**

Penelitian ini bertujuan untuk menyelidiki hubungan antara pengguna layanan informasi terhadap niat membeli, yang dimediasi oleh kepuasan pelanggan Telkomsel di Pulau Sumatra. Pulau Sumatra memiliki populasi yang besar dan berkembang pesat dalam penggunaan layanan informasi Telkomsel dari berbagai jenis seperti: website, call center, Grapari, dan social media. Namun, penelitian tentang bagaimana pengguna layanan informasi mempengaruhi niat membeli dan kepuasan pelanggan masih terbatas di wilayah ini. Metode penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data dimediasi survei yang diisi oleh responden yang merupakan pengguna layanan informasi di Pulau Sumatera. Kuesioner digunakan untuk mengumpulkan data tentang persepsi pengguna terhadap pengguna layanan informasi, niat membeli, dan tingkat kepuasan mereka. Sampel penelitian diambil secara acak dari berbagai kota di Pulau Sumatra untuk mewakili keragaman pengguna layanan informasi di wilayah tersebut. Analisis data dilakukan dengan menggunakan metode statistik yang tepat, seperti analisis regresi dan uji hipotesis. Hasil penelitian ini akan memberikan pemahaman yang lebih baik tentang pengaruh pengguna layanan informasi terhadap niat membeli dan kepuasan pengguna di Pulau Sumatra. Diharapkan penelitian ini dapat memberikan wawasan yang berharga bagi penyedia layanan informasi, perusahaan e-commerce, dan pemerintah dalam meningkatkan pengguna layanan informasi, memahami faktor-faktor yang mempengaruhi niat membeli, dan meningkatkan kepuasan pengguna di Pulau Sumatra.

**Kata kunci:** Pengguna Layanan Informasi, Niat Membeli, dan Kepuasan Pelanggan

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