

ABSTRACT

This study aims to analyze the effect of facilities, service quality, and corporate image on the decision to purchase internet services on campusnet branches of lingga and gajah branches. This study uses three independent variables, namely facilities, service quality, and corporate image, with one dependent variable namely the decision to purchase services. The use of variables in this study is expected to know how the process occurs and what are the factors driving the purchase of internet services on the campusnet branch of the lingga and branches of gajah

This research uses descriptive method that is quantitative and qualitative because this research is related to the object of research that is internet service users by collecting data and information relating to facility of service quality and corporate image to decision of purchasing of internet service and adapted to research purpose. This research use Slovin formula with sample size counted 198 respondents with sampling technique using Cluster Sampling method. The sampling technique used questionnaire while the secondary data were interview. For data analysis using SPSS 21 program.

The results of this study indicate 1) The facility has a positive and significant effect on the decision of purchasing internet service at the campusnet cafe branch of the lingga and branches of gajah, 2) the quality of service has a positive and significant effect on the decision of purchasing internet service in campusnet cafe branch of linga and branch of gajah 3) The company has a positive and significant impact on the decision to purchase internet services at the campusnet cafe branch of the lingga and branches of gajah.

Keywords: *Facilities, Service Quality, Corporate Image, Purchase Decision services.*