

ABSTRACT

This research is titled "Analysis of Internet Consumption Behavior of Gen Z: A Case Study of PT. Indonesia Comnets Plus Provider Users in Ciledug Subdistrict." The phenomenon of increased internet consumption among Gen Z, particularly related to internet service selection, is the main focus of this study. PT. Indonesia Comnets Plus, as an internet provider, offers services to users in Ciledug Subdistrict, making it essential to understand the factors influencing Gen Z's choice of provider.

The aim of this research is to analyze the internet consumption behavior of Gen Z in Ciledug Subdistrict, focusing on the factors that influence their choice of PT. Indonesia Comnets Plus services. The research uses a descriptive quantitative method, with surveys as the main instrument for collecting data from respondents. The population of the study is Gen Z users in Ciledug Subdistrict who use PT. Indonesia Comnets Plus services, with purposive sampling as the sampling technique. Data is analyzed using descriptive statistics.

The research findings are expected to provide insights into the characteristics of Gen Z's internet consumption, including access time preferences, types of content most frequently consumed, and factors influencing loyalty to the provider. The results of this study are anticipated to contribute to PT. Indonesia Comnets Plus in formulating more effective marketing strategies that align with the needs of Gen Z.

This research suggests that PT. Indonesia Comnets Plus consider the characteristics of Gen Z in its marketing strategies and internet service product development to create a better customer experience and enhance user loyalty.

Keywords: internet consumption, Gen Z, PT. Indonesia Comnets Plus, user behavior, marketing strategy.