

ABSTRAK

Business development is currently running rapidly, creating a pretty tight competition. The companies compete in achieving their goals, namely in increase volume sales, hieghtening the competitiveness and minimize cost of production to achieve the maximum profit. The requirement that muts be met by a single company in order to be successful in the competition is to create a product should preferably be adapted to the need and desires of consumers at a reasonable price. So the product will be able to compete with products on the market. The volume of sales of the PT Telkom experienced ups and down every month begining in 2017, in suspect due to the influence of the factors consists of the quality of the product and the price offered to each consumer, therefore, the author intends to examine the influence of the quality of the product and the price against the Sales Volume againts the Usee TV (cable TV subcribtion) Indihome Brand at STO Telkom Tegalega.

Based on these problems, then the research raised “ An Analysis of the Influence of Product Quality, Price and Sales Volume againts the Usee TV (cable TV subcribtion) Indihome Brand STO Tegalega Bandung 2017”. The object of this research is the consumer TV brand Usee user Indihome region Tegalega and surrounding areas. The independent variable in this research is the quality of the product and the price, while the variable dependent is the sales volume. The research method used is descriptive and quantitative techniques of porposive sampling (engineering sample determination with specific consideration). Additionally data collecting method in this research is to study the literature and field research. And this study sourced from primary data and secondary data analysis techniques, by using descriptive statistics.

Keyword: product quality, price, and volume sales.