

## ABSTRAC

Of the top 3 brand providers in Indonesia, Telkomsel has the most subscribers each year compared to Indosat and XL. Telkomsel has many customers and also wide coverage. Apart from having large subscribers and coverage, Telkomsel has the highest price compared to its competitors.

This study aims to analyze the factors that can shape purchasing decisions for Telkomsel products and also find the most dominant factors that can shape purchasing decisions. A total of 11 factors will be studied to find what factors can shape purchasing decisions.

This research is quantitative research with data collection methods by means of surveys distributed through questionnaires. The purposive sampling technique was used in this study, where the sample of this study was users of Telkomsel provider products in Indonesia. And continued to do factor analysis using exploratory factor analysis techniques.

The results of this study found that there are 6 factors that can shape purchasing decisions for Telkomsel provider customers in Indonesia. These factors are *Convenience Factors, Brand Factors, Facility and Service Quality Factors, Cultural Factors, Location and Lifestyle Factors, and Price Factors*. These factors are named based on the indicators and items that form them. And also for the dominant factor is the Convenience Factor with a variance value of 43.752% and an extraction value of 0.748.

The results of this study are expected to be used as an evaluation for Telkomsel to continue to provide convenience to customers. In addition, the results of this study can be continued by further researchers using the CFA method to strengthen the results of this study.

**Keyword:** Factor Analysis, Factor Analysis Technique, Services and Purchase decisions.