

ABSTRACT

Telecommunication technology in Indonesia is experiencing rapid development one of which is mobile technology. The level of the tight competition in the telecommunications industry pushed some of CDMA operators to leave CDMA and switch to 4G LTE technology. Shift some CDMA to 4G LTE operators do not affect Smartfren to immediately leave the CDMA technology. Smartfren using bundling product strategy or package Smartfren Andromax to maintain the CDMA technology.

This study uses four independent variables of marketing mix is a product, price, promotion, and distribution channels and the dependent variable is the purchase decision.

The methods used in this research are descriptive and causal. The researcher using questionnaire in collecting data which consists of 385 respondents. The analysis of data using multiple linear regression analysis.

The response of respondents to the marketing mix included in the category of good with the average score is 77.39%, while the results from 76.5% of purchasing decisions are included in both categories. Simultaneously, the marketing mix influence Smartfren Andromax purchasing decision significantly. Smartfren Andromax purchasing decisions are influenced by 57.3% marketing mix, while 42.7% of remaining are influenced by other variables which can not described in this study. The partition and promotion of the product have a significant influence on purchasing decisions, while the price and distribution channels do not have a significant influence on purchasing decisions of Smartfren Andromax bundling products.

Keywords: marketing mix, product bundling, purchasing decisions, CDMA, telecommunications