

## ABSTRACT

The increasing internet market in Indonesia into a potential opportunity for service providers of telecommunications network operators in Indonesia. The telecom operators competing to offer a wide selection of internet packages, one of which became a trend is the *mobile internet*. Purchase decision is influenced by several factors. Therefore, this study aims to determine the factors that drive the purchasing decision of prepaid *mobile broadband* internet product in Bandung by using factor analysis.

Factor analysis is a technique for analyzing dependence (*interpendensi*) on several variables simultaneously with the aim of simplifying the shape of the relationship between the variables studied to be a number of factors.

The data used are primary data. The samples studied were 96 respondents to the number of variables studied were 28 variables. Data were processed using factor analysis only as many as 24 variables that can be processed further, the remaining four variables were excluded because the value Measures of Sampling Adequacy (**MSA**) of less than 0.5. Data obtained from respondents were processed using SPSS 17.0.

The results of the study indicate that the outcome of the 24 variables were analyzed by factor analysis model is known that factors driving the purchasing decision of prepaid *mobile broadband* internet products Smart Fren in Bandung is a Quality Product, Promotion, Price, and *Word of Mouth*.

As for suggestions that could be done by PT Smart Fren are matters relating to product quality factors, Smart Fren should further increase product performance and provide added value provided to the customer.

With regards to price, Smart Fren should improve again the quality and benefits the customers of the products, so that customers feel they have the quality and benefits that correspond with the price they buy.

In connection with the promotion, Smart Fren should improve further the promotion and direct marketing that product better known.

In connection with the *Word of Mouth*, Smart Fren need to preserve the things that can shape the perception among customers that is fun.

Keywords: AnalisisFaktor, KeputusanPembelian, *Internet Mobile Broadband*, Smart Fren,