

## ABSTRACT

The current Internet technology has become a daily necessity that can not be separated from the lifestyle of the people of Indonesia. The presence of the internet has been very supportive of both the effectiveness and efficiency of people activities and businesses. Speedy Instan Card is a regular starter card. That has its own ID and password. The difference of Speedy Instan Card, username and password can be used in any place that is included into the coverage area of Indonesia wifi , wifi corner ID, Speedy Hotspot and Speedy Instan. The purpose of this study to determine the quality of products Speedy Instan Card on Purchasing decisions.

The method used in this study is simple linear regression. The population was student of Telkom University where samples were taken by 100 respondents.

The results showed that the quality of products Speedy Instant Card only affected by a significant 7.9% of the purchasing decisions of customers, while 92.1 % is influenced by other variables .

**Keywords :** Quality of Product, Purchasing Decision, Speedy Instan Card.