

## ABSTRACT

*Indihome is triple play programs of PT Telekomunikasi Indonesia covering the Internet on Fiber or High Speed Internet (fast Internet), Phone (Landline), and Interactive TV (Cable TV Use). Indihome is a new product from PT. Telkom Bandung East issued at the beginning of the year 2015. Many ways used PT. Telkom Bandung East to introduce the product of indihome to the community in areas Ahmad Yani and Dago, that is by way of doing a Promotion Mix consists of Personal Selling, Advertising, Sales Promotion, Public Relations, Direct Marketing. How to mix the promotion continues to be done so that the public can see and are interested to make a purchase decision and use products Indihome. The purpose of this research is to know the influence of the promotional mix PT. Telkom Bandung for buying decision product indihome.*

*This research using quantitative research methods because at the study authors want to know the result of a plan and implementation. The research design used in this research is descriptive and causal research because this research aims to analyze the relationships between variables and describe the results of the research. The population in this research is the consumer products area East of Bandung and samples in this study was 100 respondents. Technique of data analysis in this study was multiple linear regression analysis.*

*Research results show that partially (t-test) personal selling, advertising, sales promotion, public relations, direct marketing has an influence on buying decisions process. Personal selling variables have significant effects against the purchasing decision. Then from the results of the simultaneous testing (test F) Noted that the two independent variables namely promotional mix (X) a proved to be positive and significantly affect the dependent variable buying decisions process.*

**Keywords:** *Promotion Mix, Buying of Decision Process.*