

ABSTRACT

In modern times like now the increase of Internet users in Indonesia is getting higher. These data demonstrated by APJII where each year Internet users in Indonesia has increased with the most number of users through social media, these data indicate that the Indonesian people are more aware of the Internet. The purpose of this study to determine the price of the product strategy IndiHome determination. This research use interview technique to some respondent to get data directly from respondent and from this research got result that determination of price strategy at IndiHome product not expensive, because IndiHome have very high quality to fulfill consumer requirement.

Keywords : *Price, The Determination of Pricing Strategies and IndiHome*