

ABSTRACT

The presence of Triple Play Services or IndiHome's FTTH Telkom's Fiber To The Home (FTTH) has successfully attracted the public to use IndiHome, especially in Bandung. This study aims to determine the Influence of Integrated Marketing Communications (X) Against the process on Purchasing Decision IndiHome Products (Y) case study of PT Telekomunikasi Indonesia, Tbk Branch Gegerkalong Bandung Year 2017.

The research used descriptive, quantitative, data source and data collection tool through questionnaire to 100 sample people. Data processing using SPSS 23 for windows to perform a test that consists of data analysis techniques using simple linear regression.

The results showed a positive influence between integrated marketing communications to purchase decisions, with a positive influence of (22.8%). While the remaining amount (77.2% (from the results of 100% - 22.8%)) is influenced by other variables that are not examined.

Key Words: Marketing Communications, IndiHome, Purchase Decision