

## ABSTRACT

In this research, researchers wanted to know how big the respondents to the purchase decision-making process on the object of research in Indosat Ooredoo. In Indonesia itself has many providers competing mobile operators in their own way. Many of the customers of mobile operators see their own needs and ease in obtaining the operator's service before selecting a provider to mobile operators in determining their purchasing decisions.

The theory used is the theory of the stages of the purchase decision-making process by Kotler and Keller (2012). Stages of the purchase decision-making process is, (1) the introduction of requirements, (2) information search, (3) evaluation of alternatives, (4) the purchase decision, and (5) post-purchase behavior. The method used is descriptive research method. The population in this research consisted of 27,000 students in the University of Telkom, with a sample of 100 respondents using a questionnaire. Data analysis techniques used include descriptive analysis using quantitative data, processed using Microsoft Excel 2013 and SPSS 22 For Windows. The result is the decision-making process customer purchase Indosat Ooredoo itself is known that customers see from how they are through the purchasing stage starting from the stage the introduction of their own needs, the search for information about what is available, the evaluation of alternatives to the alternatives available, decision-making and behavior after they make a purchase.

It can be concluded that the stages in the process of making purchasing decisions by customers Indosat Ooredoo, all of them agree with argue for process of making purchasing decisions.

**Keywords :** *Marketing Management, Consumer Behavior, Purchase Decision-Making Process*