

ABSTRACT

LOOP as a new product from Telkomsel has only 2% market share nationally. Therefore, some analysis to the factors that increase market share of these products are certainly needed

This research objectives are to determine the effect of price, product quality, promotion, social factors, and brand image to purchase process decision of LOOP products either partially or simultaneously.

This research was conducted by quantitative research using explanative method. Sample method in this research use non-probability sampling with purposive sampling technique. The sample in this research are Telkomsel Loop customer in Jabodetabek area as many as 400 respondents. The data in this study was obtained from the spread of questionnaires using google docs. From the 400 questionnaires distributed, 377 questionnaires can be used for statistical processing. Data analysis in this research use multiple linear regression analysis with SPSS program.

This research shows price, product quality, promotion, social factor and brand image affected the purchasing decision on Telkomse LOOP product. Brand image as the most dominant factor of purchasing behavior in Telkomse Loop products basically reflect Telkomsel's image in Telkomsel Loop product in the community. Furthermore, this indication shows that customers pay more attention to the diversity or variance of Telkomsel Loop Internet service products that customized to the tastes of the youth.

Based on this research, PT Telkomsel's Management should have more focus on building the image of Telkomsel LOOP product, this conclusion emerged because the competition of cellular service providers in Indonesia at the price level are highly competitive so it is too difficult to compete in price aspect. Therefore, the management must search for other alternatives to win the market share ,based on the results of this research brand image or a good product image will be able to improve customer purchasing decisions process on Telkomsel LOOP.

Keywords : PRICE, PRODUCT QUALITY, PROMOTION, SOCIAL FACTOR,
BRAND IMAGE ON PURCHASE DECISION PROCESS