

ABSTRACT

Innovation in companies makes companies more developed and able to compete in the market. The development of technology and information is increasingly high and complex. Increasingly competitive competition conditions require companies engaged in telecommunication to continuously pay attention and consider customer satisfaction in addition to profit achievement. This good product quality will be able to provide a sense of confidence in consumers in its use which then becomes the motivation of consumers to buy and enjoy the product continuously.

This study aims to determine the effect of promotion, price, product quality and brand image on Indihome purchasing decisions. This study uses a quantitative approach with multiple regression analysis. Collecting research data using a questionnaire. The sample in this study were 85 consumers in Pesona Bali Housing, with Simple Random Sampling technique.

The results of this study obtained that Promotion, Price, Product Quality and Brand Image had a significant effect simultaneously or partially on IndiHome Purchase Decisions. The coefficient of determination is 0.790, meaning that the influence of Promotion, Price, Product Quality and Brand Image simultaneously with IndiHome Purchase Decision is 79%, while the remaining 21% is the influence of other variables not observed.

Keywords: Promotion, Price, Product Quality, Brand Image, Purchase Decision