

ABSTRACT

Indihome is one of the service products from PT Telekomunikasi Indonesia in the form of communication and data service packages such as home telephone (voice), internet (Internet on Fiber or High Speed Internet), and interactive television services (USee TV Cable, IP TV).

The study aims to determine how much influence price with buying decision Indihome Bandung. Population in this research is Indihome customer of Bandung city in year 2017 and sample taken counted 100 responden. In this study the method used is a quantitative method with the type of descriptive research and simple regression analysis.

The result of the research has been done that the response to the respondents about price with buying decision have a low influence. The amount of influence of price variable to buying decision is 14,8% the rest (100%-14,8%), equal to 85,2% influenced by other variable not examined.

Keywords: Price, Buying Decision and Bandung Indihome.