

ABSTRACT

Telkomsel is the first GSM mobile telecommunications operator in Indonesia with Halo card postpaid service launched, Telkomsel introduces Asia's first simPATI prepaid service, after simPATI is known to the Halo card community, many have left the community but recently Telkomsel invited simPATI card users, Kartu As, and other card users to switch or use postpaid Halo cards.

The purpose of this study is the influence of the behavior of simPATI card consumers in the city of Bandung, knowing the description of the decision to buy simPATI cards in the city of Bandung, knowing the relationship between consumer behavior and purchasing decisions.

This study uses a quantitative method, data collection techniques using questionnaires distributed in the city of Bandung that use simPATI cards as many as 385 respondents. To interpret the results of the research the author uses descriptive analysis and simple linear regression analysis.

The processed data shows that the consumer behavior of simPATI cards in Bandung is relatively moderate and the decision to purchase simPATI cards in Bandung is also moderate. Then the next results show that consumer behavior has a significant positive effect on the decision to purchase simPATI cards in Bandung, which means the higher the behavior of simPATI card consumers, the higher the decision to purchase simPATI cards.

Telkomsel company should pay attention to the tastes and needs of consumers who have an unlimited level of satisfaction in meeting their needs. Consumer satisfaction is one of the things that is very important to note, because consumer satisfaction will encourage to make purchases and repeat purchases of a product.

Keywords: Consumer Behavior, Purchase Decision, simPATI Card.