

## **ABSTRACT**

*To find out the Indihome Product Attributes according to the views of consumers, PT. Telkom Witel Solo. To find out the Indihome price according to the consumer view of PT. Telkom Witel Solo. To find out how much influence the product attributes have on consumer purchasing decisions. To find out how much influence price has on consumer purchasing decisions. To find out how much influence Product Attributes and Prices have on Purchasing Decisions for Indihome products at Telkom Witel Solo.*

*The method used in this research is descriptive quantitative method with the type of sampling nonprobability sampling and incidental sampling technique, the method of analysis used is multiple linear regression. This study conducted questionnaires with 100 respondents through online media to consumers who have used Indihome products from PT. Telkom Witel Solo.*

*The result of this research is that product attribute and price have a relationship of 49.5%. Product Attributes and Prices have an influence on the Purchase Decision by 24.5% while 75.5% are influenced by other factors that are not examined (Brand Image, Brand Awareness, Purchase Interest) etc.*

*It is hoped that PT. Telkom Witel Solo can provide special prices when promotional events are held by PT. Telkom Witel Solo. Reducing the features that are less needed by consumers in order to reduce costs in production for more competitive prices, and can provide more stimulants to create consumer interest in making purchasing decisions for indihome products. It is hoped that the next researchers will use other factors that can increase the purchasing decisions of indihome products at PT. Telkom Witel Solo.*

**Keywords:** *Product Attributes, Price, Purchase Decision.*