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The rapid development of network access technology and internet-based technology is an opportunity for telecommunications service operators to meet the needs of the community. One of them is Indihome, a product of PT Telkom Indonesia. This problem is based on the fact that indihome products in Kerinci Regency are the only internet service providers, this is a challenge for Telkom in carrying out promotions to influence customer Purchase Interest so that product sales can exceed the set target. So this study aims to determine and analyze the effect of the promotion mix on buying interest in Indihome products in Kerinci Regency.

The research method used in this research is a quantitative method with the type of descriptive-causality research. Sampling was done by using non-probability sampling technique, which is used is purposive sampling the number of respondents 400 IndiHome customers or who have not become IndiHome customers in Kerinci Regency. Meanwhile, the data analysis techniques used are descriptive analysis and simple linear regression analysis.

The results of the study based on descriptive analysis for the promotion mix variable were in the good category of 79.98% and the purchase interest variable was in the good category of 81.07%. Promotion mix has a positive and significant effect on purchase intention with the magnitude of the influence of 63.3% and the remaining 36.7% is influenced by other factors not examined.

Keywords: Promotion Mix, Purchase Interest, IndiHome.