

## **ABSTRACT**

*During the Covid-19 pandemic, Telkom Indonesia recorded an increase in usage of up to 120% with an increase in traffic of 60%. The highest increase occurred from access to video streaming and social media, which increased 2x." With the increase in usage, Indihome will continue to improve its service and product quality. Currently indihome needs to increase sales of its added products (add-ons), so companies need to know what are the factors that influence consumers in purchasing decisions for add-on products.*

*This type of research is quantitative with a sample of 100 respondents distributing questionnaires. The data analysis method in this study uses Principal Component Analysis (PCA) factor analysis.*

*Based on the results of the research and the results of factor extraction, 5 new variables/components with the highest factor loading are named, namely stability in a product, features, place settings, advertising and affordability. The most dominant factor is the feature factor with a loading factor of 81.2% while the smallest factor is the design factor with a loading factor of 51%.*

*Keywords: Marketing mix and Purchase Decision*