

## **ABSTRACT**

*After experiencing double-digit revenue growth until 2016, a new challenge emerged, the revenue from legacy telecommunications business decreased significantly in line with the rising of Over The Top (OTT) services. This decrease in legacy revenue resulted in a slowdown in revenue growth and is expected to continue to decline from year to year. To maintain the business growth, innovations are made including by developing homeLTE service products which is a concept of home wireless broadband services for simultaneous user that uses 4G network and is intended for customers in residential locations.*

*In order to conduct market tests to determine customer acceptance of this new homeLTE product, the pilot project was conducted as an initialization of the sale of homeLTE services at the end of 2016 on a limited basis, and repeated in 2018 in several locations. The number of customers obtained at the end of the period was only 938 customers, below the projected potential customer for the pilot of 2,843 customers. In May 2020, the service was launched under the Orbit brand but the number of customers who purchased was still below the target despite there was an increasing demand for broadband services in residential during pandemic.*

*This research was conducted for the purpose of analysing the influence of several factors; brand image, price, promotion, product quality, and content on homeLTE service purchase intention. The data was collected through a survey in the form of questionnaires to respondents who know the homeLTE service, then processed for analysis. A descriptive analysis is conducted to know the respondent's perception of the product, as well as testing the research hypothesis that has been formulated through data processing with SPSS software.*

*From the descriptive analysis of this study, it can be understood that the user's perception of the variables Brand Image, Price, Promotion, Product Quality, Content and Purchase Intention shows a high score, meaning it shows a good perception of the variable. And from the testing of hypothesis through data processing using SPSS software obtained results in the form of conclusions that variables Brand Image, Price, Promotion, Product Quality, and Content simultaneously have a significant positive effect on Purchase Intention, while partially variables Price, Product Quality, and Content have a significant positive effect on Purchase Intention, while the variables Brand Image and Promotion has no significant effect. Based on the results of this study, it is necessary to consistently maintain a level of trust by paying attention to the quality of service, affordable competitive prices / tariffs, and ensuring customers get the content they need.*

*Keyword: Purchase Intention, Brand Image, Harga, Promosi, Kualitas, Content*