

ABSTRACT

In the current era of globalization, communication and information technology plays an important and strategic role in everyday life. Realizing the importance of getting information makes many people interested and want to use the internet as an alternative tool to get access to information. PT Telkom Indonesia is one of the largest telecommunications providers engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Telkom issued a product called IndiHome, which is a digital service that uses fiber optic technology, so that data transmission and access can be carried out with optimal speed. This study aims to determine the effectiveness of promotions with telemarketing and Instagram social media on purchasing decisions on IndiHome products in Padang City in 2021. This study was conducted using telemarketing as the independent variable (X1) and Instagram social media as the independent variable (X2), with an effect on to Purchase Decision(Y). The population in this study is IndiHome customers who know @witelsubar social media with a sample of 100 respondents.

The method used in this research is quantitative with descriptive research type. The sampling technique used in this research is non-probability sampling, where the sampling is done by purposive sampling. The data analysis technique used is Multiple Linear Regression analysis.

The findings from the researcher are the independent variables, namely Telemarketing and Social Media Instagram have an influence on the Purchase Decision variable by 72.4%, advertising by 27.6% is explained by other factors or variables, such as Customer Relationship management, Electronic Word of Mouth, advertisements through online media, brochures and banners.

Keywords: Telemarketing, Social Media Instagram, Purchase Decision