

ABSTRACT

Technological developments have resulted in many people needing the internet as an option to be able to access information. Technological advancements present opportunities for companies to advance, one of which is for companies providing fixed broadband internet services. PT. Telekomunikasi Indonesia is one of the companies providing fixed broadband services that launched its product, Indihome. In 2022, Indihome sales at Witel, South Jakarta experienced an inconsistent sales position. Therefore, this study was conducted to determine the effect of product quality on Indihome purchasing decisions at South Jakarta Witel in order to be able to help the company find the right strategy.

This study uses product quality as an independent variable and purchasing decisions as a dependent variable. The population that the author chooses is indihome customers in the South Jakarta area, the number of which is not known with certainty. The data in this study were collected using a questionnaire to 100 IndiHome customers around South Jakarta. This research belongs to the type of quantitative descriptive research, with the data analysis method used is simple linear regression.

The results of this study showed that H_0 was rejected and H_a was accepted. The results showed that there was a significant influence between product quality variables on purchasing decisions.

Keyword: Product quality, Purchase decision