

ABSTRACT

Currently, with the development of technology that is increasingly rapidly and coupled with the increasing need for the internet, making the use of the internet much more and becoming the main need of the community. The use of the internet today can facilitate and ease all the activities and needs of the community. In order for technology to be used comfortably, of course, a prime internet network is needed. Seeing the current condition of the internet has become a major need of society, making internet service providers are required to provide the best service for each customer. One of the internet service providers, namely PT. Telkom Indonesia with a product called IndiHome. The purpose of this study was to determine how the influence of brand awareness and brand image on indihome purchasing decisions in the city of Bandung.

The research method used is by using a quantitative approach by collecting data through survey methods. The population in this study is the consumer community of indihome users in the city of Bandung. The sampling technique used probability sampling with simple random sampling technique. The data analysis technique used is descriptive analysis technique and multiple linear regression.

The results of this study indicate that the brand awareness variable is at the brand recall level, while brand image and purchasing decisions are in the good category. Based on the results of the study, it shows that brand awareness and brand image influence purchasing decisions partially and simultaneously by 83.0%. While the remaining 17.0% is influenced by other variables not examined in this study.

Keywords: *Brand Awareness, Brand Image, Purchase Decision*