

## ABSTRACT

In the era of globalization where technology is developing very sophisticated and rapidly, the need for the internet is no longer inevitable. Even the need for the internet has become one of the daily necessities for the public in the middle of conditions where everything can be done online. Public's lifestyles are currently demanding to obtain information quickly and easily in accordance with technological developments and the needs of social life in their environment.

In connection with the increasing number of internet users in Indonesia, there are companies that compete fiercely to meet the needs of the public for the internet, one of the most famous internet provider companies is PT Telkom Indonesia Tbk which has a very long history and is at the forefront in its field.

This study aims to determine and review buying interest of indihome products at PT Telkom Indonesia Kandatel Solok through 4 different dimensions of buying interest, namely the dimensions of transactional interest, referential interest, preferential interest and exploratory interest.

This study uses qualitative methods with qualitative descriptive research. The analysis activity in this research uses data analysis model of Miles and Huberman. Based on the results of the research conducted, it is known that the buying interest of prospective customers for indihome products in Solok City and its surroundings is fairly high, and the views of potential customers about indihome products' are also good overall.

**Keywords** : Buying Interest, Indihome