

ABSTRACT

The development of internet technology that has occurred to date is inseparable from the increasingly high level of the internet service provider industry. In addition, the background to the acceleration of internet users is inseparable from the number of Indonesia's population which continues to grow from time to time, so that the internet becomes one of the important needs that is not limited. This is then seen as an opportunity and a trigger for every internet service industry player to provide the best service in order to be able to win the competition. Various efforts are of course made to meet every demand expected of customers, for example through efforts to provide quality services, as well as to what extent the company is able to assess the strength or value of the brand owned by a customer company. This study aims to determine and analyze the effect of service quality and brand equity on purchasing decisions of MNC Play in the city of Bandung.

The research method used in this study is a quantitative method with a descriptive-causality type of research. Sampling was carried out using non-probability sampling technique used was purposive sampling of 102 consumer respondents who had purchased or installed MNC Play internet in the city of Bandung. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis of service quality, brand equity and purchasing decisions for consumers in the city of Bandung as a whole are included in the good category. The results of the regression analysis show that service quality and brand equity have a partially and simultaneously significant effect on purchasing decisions at MNC Play in the city of Bandung.

Keywords: Service Quality, Brand Equity, Purchase Decision.