

ABSTRACT

Telkomsel is the largest telecommunications company in Indonesia with 156.8 million customers as of the end of 2022. Telkomsel continues to transform and offers a variety of broadband services and digital products. In July 2023, Telkomsel successfully launched the Telkomsel One product, namely the FMC (Fixed Mobile Convergence) service, which combines the management of cellular and fixed networks under one roof. Telkomsel One packages include Orbit, IndiHome Halo to Telkomsel Prepaid.

In its journey, the process of penetrating Telkomsel One in the market has experienced several challenges, including the Cost per Leads (costs incurred) to get Telkomsel One customers which is quite large, a decline in sales, low level of brand awareness, lack of promotional media, apart from that, brand equity is still not strong. from Telkomsel One in the market.

This research is to determine the impact of Social Media Instagram @telkomselone and Brand Equity Telkomsel One and their influence on customer interest in using Telkomsel One products. Data was obtained from 384 respondents who were prepaid card users, had Instagram accounts and had viewed content on Instagram @telkomselone. The method used is quantitative where primary data obtained from the questionnaire is analyzed statistically using data processing techniques applied in the SEM PLS analysis procedure.

The findings of this research show that Social Media Instagram has a significant influence on Purchase Decision. The Social Media variable has a t statistics value of $2.325 > t_{table} = 1.96$ and $P\text{-values} = 0.020 < \alpha = 0.050$. The Path Coefficient value of the Social media variable is positive at 0.163 . This shows the influence of Social Media Instagram on Telkomsel One's purchase Decision.

Brand Equity has a significant effect on Purchase Decision. The Brand Equity variable has a t statistics value of $9.471 > t_{table} = 1.96$ and $P\text{-values} = 0.000 < \alpha = 0.050$. The Path Coefficient value of the Brand Equity variable is positive at 0.602 . This shows the influence of Telkomsel One's Brand Equity on Telkomsel One's purchase Decision. It can be concluded that these two variables influence Purchase Decision to use Telkomsel One Products.

Keywords: Social Media, Brand Equity, Purchase Decision