

ABSTRACT

This study aims to determine the effect of service quality and promotion on Indihome product customers' purchasing decisions online.

Through testing hypotheses in multiple linear regression analysis, it was stated that the Quality of Service and Promotion variables significantly influence the positive direction of the purchase decision of Indihome product customers via online. The magnitude of the coefficient of determination is indicated by the are square value on the SPSS results. Quality of Service and Promotion has an effect of 73.6% on the purchase decisions of Indihome product customers via online. whilst the remaining 26.4% is the contribution of other variables not examined.

The magnitude of the effect of Service Quality on Purchase Decisions on Indihome product customers online is partially 18.1%, the partial effect of the Promotion on Purchase Decisions on Indihome product customers online is partially 55.4%. This indicates that the Promotion has more influence on Purchasing Decisions on Indihome product customers via online than Quality of Service.

Keywords : *Service Quality, Promotion, Purchasing Decisions*