

## **ABSTRACT**

*The needs of the people in Indonesia have many different needs, one of which is the need for telecommunications technology. Telecommunications is one field that has an important role in human life. There are many ways that a company can do in meeting the needs and desires of consumers, one of which is business competition in fixed broadband telecommunications.*

*According to Indonesian internet service provider association (APJII) survey data, internet users in Indonesia in 2017 have reached 143 million people with penetration of 54.69% of the total population.*

*This study uses a quantitative method that aims to analyze the causal relationship between independent variables and the dependent variable. The number of samples is 100 respondents, with data collection techniques using nonprobability sampling and purposive sampling.*

*The results of this study are IndiHOME brand awareness or brand awareness in a good category based on descriptive analysis that is equal to 77.9%. This states that the brands on IndiHOME products are widely known by many people. The results of the descriptive analysis of purchasing decisions are classified as very good at 83%. For the results of simple linear regression analysis the variable brand awareness (X) is 10.220 and t table 3.780 with a significance value below 0.05 ( $0.000 < 0.05$ ) due to  $t \text{ count} > t \text{ table}$  then  $H_1$  is accepted and  $H_0$  is rejected means brand awareness (X) affect the purchasing decision (Y). It can be interpreted that the influence of brand awareness (X) affects purchasing decisions (Y) is 71,8%, while the remaining 28,2% is influenced by other variables not examined in this study.*

*Keywords: Brand Awareness, Purchasing Decision, Recall, Reconsumption*